

J S BRIGGS

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

GEO. P. ROWELL & Co., Publishers, 10 Spruce St., New York.

VOL. XLII. NEW YORK, FEBRUARY 4, 1903.

No. 5.

Greater Than Ever

For many years THE CHICAGO DAILY NEWS has been urging itself upon the attention of the advertisers of the country as a valuable and profitable advertising medium. It is to-day so urging itself. Every argument which it has ever advanced in the past for such recognition remains forcible to-day, but with increased cogency. During these years THE DAILY NEWS has been a good newspaper, but its quality has been steadily improving and it is a better paper to-day than ever before—better in its enterprise as a *news* paper—better in the scope and variety of its matter—better in its literary style and features—better in its illustrations—better in its general wholesomeness in the home—better in the popular favor which is accorded it by the great community which it is honored in serving.

During these years THE DAILY NEWS has had a great circulation, but its circulation has been increasing each year and is to-day greater than ever before. More than ninety-four million copies were sold and paid for during the year 1902—an average of 304,218 copies daily.

During these years THE DAILY NEWS has been a great advertising medium. Its advertising patronage has been increasing year by year but to-day it is greater than ever before. Without any Sunday issue and without any issue on the four chief holidays of the year, it printed on the 309 publication days of 1902 more than 24,000 columns of advertising, or an average of almost 80 columns a day for the entire year. Every line of this advertising was paid for in exact accord with the printed advertising rate schedule of the paper.

THE Chicago Daily News.

IN THE PAST
A Great Newspaper—

IN THE PAST
A Great Advertising Medium—

And TO-DAY
Greater Than Ever.



JUDICIOUS SELECTIONS MAKE
HAPPY FUTURES,

which applies to advertising as well as life partnerships.

The city daily will bring city dollars to your cash drawer.

The local country weekly will do the same with the country dollars.

Each has its distinct clientele.

The country weekly, however, pays larger returns upon the advertising investment. It has a greater control over its readers.

Try a four inch advertisement one week in the 1,500 local weeklies of the Atlantic Coast Lists—at special figures of \$250—as a starter, and reach one-sixth of all the country readers of the U. S.

ATLANTIC COAST LISTS.

134 LEONARD ST., NEW YORK.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST OFFICE, JUNE 29, 1893.

VOL. XLII.

NEW YORK, FEBRUARY 4, 1903.

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THE GOOD ADVERTISING OF A GOOD PHARMACY.

The advertising of this particular pharmacy began shortly after its present owner walked in one day, twenty years ago, and asked for a position. It was known as "Bendiner's drug store," then, and had stood at the corner of Third avenue and Tenth street since 1843. Elderly New Yorkers still remember that when they were boys "Bendiner's drug store" was a place where teeth were drawn, and when the body of A. T. Stewart was stolen from St. Mark's churchyard, one block east, in 1878, the police went to Bendiner's first for information, following an old tradition that it was always an excellent place to go when in doubt. For Bendiner's was a landmark. The youth who asked for a position in 1883 was Maurice F. Schlesinger. Just graduated from the College of the City of New York, he brought with him some Latin, some Greek, a great deal of ambition and an undeveloped germ of advertising. Being a Bachelor of Arts as well, he secured a place, and the salary was three dollars per week. In the forty years that Mr. Bendiner had been in business he had made a reputation for conscientious dealing and reliability. The business had grown, and grown, until in 1883 the daily gross receipts sometimes reached \$28 or \$30. Young Mr. Schlesinger got on well, considering the knowledge with which he was burdened. Every retail pharmacist, doubtless, has found it necessary to part with intellectual young men simply because there was no conceivable way of making them junior partners at the end of their first month of ser-

vice. But young Mr. Schlesinger got on very well indeed. Presently Mr. Bendiner began to realize how much he knew, and thought it a pity that he did not know more. So he was sent to the College of Pharmacy, and eventually graduated, carrying off highest honors in a class of seventy-one. Then he was made junior partner in the firm of Bendiner & Schlesinger, and finally, when the senior died eight years ago, bought the entire business, retaining the name that has identified that corner for fifty years. It is not a very desirable corner, for a drug store—at least, not for a drug store that spends between \$30,000 and \$50,000 yearly in advertising. When Mr. Bendiner began business, Third avenue and Tenth street must have been a suburb of New York. Later it was a fashionable neighborhood. But now Dame Fashion has gone uptown, and the corner is surrounded with every element in the city save the well-to-do residents who make a profitable clientele for a pharmacy—foreign quarters, the Bowery and the wholesale district on the south and east, with cheap theatres and the retail district to the north and west. Yet to-day, despite its disadvantages, the Bendiner & Schlesinger store employs twenty-eight people, draws trade from the whole city and from the suburbs, has a fine mail-order following, and has built up a great business in Professor Hoff's Cure for Consumption, a remedy which was introduced and marketed two years ago under unusual circumstances. Young Mr. Schlesinger's advertising germ began to develop as soon as he went into the store, leading him to advertise by the simple means of putting a bit of reading matter into every package

that went over the counter. Booklets, novelties and other media have been used steadily ever since, but the chief factor in the upbuilding of the business has been his care in establishing a thoroughly modern pharmacy. The business now occupies an entire building, and comprises, besides the retail drug store proper, a force of pharmacists whose sole work is compounding prescriptions, a chemical and analytical laboratory, an X-ray laboratory, an all-night service which includes the delivery of oxygen and sterilizing solutions for emergency cases, together with facilities for importing new chemical agents from London, Leipzig and Munich before they are described in American medical journals. Upon this solid foundation Mr. Schlesinger has built his publicity, which is of two kinds—that which draws trade to the retail store from Greater New York and its suburbs, and the newspaper publicity of Professor Hoff's Cure for Consumption. The retail advertising draws trade from an area as wide as that of a department store, while much the same arguments are advanced—large stock, better drugs and a higher degree of efficiency and responsibility. Newspapers being out of the question, dependence is put upon booklets, supplemented with novelties. Mr. Schlesinger writes his own booklets, and they have a decided literary flavor, for he aims to reach well-to-do readers. The last one mailed, for example, was hinged upon a line from "Romeo and Juliet,"

"I do remember an apothecary,
And hereabouts he dwells—"

twentyeth year the balance of \$20,- and told of the central location of the store, the care taken with prescriptions, the facilities for sending medicines at night in answer to telephone calls, the system of exact graded prices, the range and purity of drugs and other vital points. In the margins of this booklet were printed small illustrations, as well as apt quotations from various sources, while odd bits of curious information were used to enliven the text—comparisons between the modern analytical

chemist and the ancient apothecary, who was a perfumer and herb doctor. Twenty thousand of these booklets were sent by mail, names being secured from the store's list of charge customers, the elite directory and the mail boxes of apartment houses. The latter list was obtained by young men who copied names from the mail boxes, and though an expensive method of compiling a list, the results warranted the expenditure. Mr. Schlesinger believes that the mails offer the cheapest and most dignified method of distribution for a retailer in a large city. Another booklet now in preparation will deal with the progress of pharmacy. Novelties are used in various ways. Mr. Schlesinger finds Europe the best field for purchasing useful things, and his German agents have instructions to send odd trifles that may be distributed for general publicity. Hotels, restaurants and other public places in the vicinity of the store are supplied with small cakes of transparent soap bearing an ad in the centre. This ad lasts as long as the soap, and its oddity attracts attention. These cakes cost four cents apiece, and come from Germany, as no American manufacturer will undertake to furnish them. Another effective novelty used lately is a pocket courtplaster outfit containing several sheets of silk courtplaster which are perforated in small patches like postage stamps. Hair clothes brushes with an ad on the back are sold at nine cents each, and postals are sent out with a request for names to be put on the mailing list, securing courteous replies even from busy business men. That literature is put into every package sent from the store goes without saying.

The advertising of Professor Hoff's prescription is confined to newspapers all over the United States. This publicity and the business built up are the direct outgrowth of the New York *Journal's* well-known test of Professor Hoff's treatment. The story is interesting.

"Professor Adolph Hoff is the Vienna physician who perfected a formula which he used with great

(Continued on page 6.)

THE SATURDAY EVENING POST

received 109,000 yearly subscriptions in the month of December and has received nearly a hundred thousand more in January up to this writing—January 26.

After deducting all expirations the edition for this week, dated of January 31st, is

451,500

COPIES

no returns from newsdealers, no sample copy editions, no cut prices or clubbing offers with other publications.

THE CURTIS PUBLISHING COMPANY
Philadelphia, Pa.

success in cases of tuberculosis," said Mr. Schlesinger. "In the autumn of 1900 my Leipzig agent sent me a German medical journal containing an account of this cure, as well as some of the new agents used in its composition. Some time after I noticed a cable dispatch in the *New York Journal* which described the cure, but in so distorted a manner that a dose of medicine made up after the directions would have been fatal in many cases. I telephoned to Mr. Goddard, Sunday editor of the paper, and told him that I could give him more accurate information regarding Professor Hoff's discovery. A reporter and I translated the German article for him. This aroused Mr. Goddard, and he asked whether I could get him a consumptive to be sent for trial treatment at the paper's expense. Frederick Hammann, a Brooklyn clerk, was selected, examined by a dozen physicians who did not know the circumstances, and pronounced a victim of acquired wasting tuberculosis. The trip to Vienna and Mr. Hammann's cure are still matters of newspaper history. When he returned I gave him employment, and he is now with me, is married and has recently taken out a life insurance policy in the *New York Life*. When Mr. Hammann returned the *Journal* recommended this establishment as the best place to secure the prescription, and I followed up this advertising with newspaper publicity on my own account. At Dr. Hoff's suggestion we founded an American bureau for dispensing the medicine, and Mr. Hammann is now constantly busy with its affairs. As for the newspaper ads, they have cost \$50,000 in the past two years. Page ads do not frighten me, and I have used \$7,000 double page stories in the Hearst trio, which is best for this advertising on account of the publicity originally given the treatment. But we are in every good daily throughout the country. I prefer the Sunday editions because people have more time on the Sabbath to read extended stories. Ours is a long story, and I believe in telling it completely. Some

critics assure me that I waste space, and that the story can be condensed, but I believe in wasting space. The business is placed through the Ben Hampton agency, but I write all the ads myself. I meet the sick man and woman here daily. I know how they feel, and how to talk to them. In writing I continually endeavor to get away from the patent medicine ad, to put human interest into my arguments, and to base everything upon scientific medical and pathological fact rather than resort to the sensational or utilize 'scare' methods. When Mr. Hammann took out his life insurance policy I used the fact as a basis for special advertising, and just before Christmas this year I wrote what I consider the best thing I have done—an ad based upon Dickens' 'Christmas Carol.' I am an admirer of Dickens, and have read everything he wrote, many times. I find him a good model for an adwriter, for he came close to humanity as it actually is, and the man who takes him as a model will also come close—have human sympathy and direct ways of telling his story so that it will strike home. Another form of general advertising that I have found very useful is that of preparing Sunday articles for the *New York Journal*. One of these which attracted a great deal of attention was a plea for new bank notes, and described the means by which old tattered bills spread disease germs. This was printed over my name, and as a scientific treatise on the subject did much to draw attention to the store. I make a point of paying my people in brand new bills, and new money is given out over the counter. It is almost a crime to use old bank notes. As for our booklets, they draw trade from a radius of ten miles. Upon some trade we lose money in delivery charges, but we always gain a good customer. The advertising of a pharmacy begins with good pharmacy. Good pharmacy is not the selling of cheap cigars, but accurate, conscientious compounding from an up-to-date stock of chemical and medicinal agents—the sort of pharmacy that draws physicians is

a good basis for advertising, and there is really no other sound basis. Drug store specialties—toilet articles, soda water and the like—are another department altogether. I do not neglect them, but handle this business as something by itself. I believe in advertising, and know that people read ads for their own sake. Almost the first thing that I do in the morning is to read the prelude to Wana-maker's ad, for it is an inspiration. I have profited greatly by reading PRINTERS' INK, and always go through it when it comes in the mail, marking articles for future reading. This is a good plan for any business man. Most advertisers have too narrow a view of their business, and need wide reading. Things that do not bear directly upon one's advertising proposition are frequently very useful as material; at least, they are suggestive, and broadening. I have taken ideas bodily from PRINTERS' INK. An article that appeared some time ago on the subject of second-story window displays in streets traversed by elevated lines struck me as being a good thing, and I immediately had our name and number put on all the second-story windows. Then I improved upon the suggestion by adding a clock, which is illuminated at night. A friend recently asked me whether that was not an expensive form of advertising, but I told him that the expense was warranted. Some men wear a high hat. I do not, and that clock is my high hat. PRINTERS' INK offers the greatest

amount of directly helpful suggestion in the least space, and I do not see how any advertiser can be without it, whatever his business or publicity problem."

Mr. Schlesinger contributes regularly to the Sunday magazine of the *New York Journal*, and his articles are always of a scientific nature, reflecting credit upon his business. The direct effect of such articles in a smaller city would unquestionably be greater, for the author's name would be more quickly recognized by readers. Nearly all Sunday editors in small cities will welcome live matter of this description. Syndicate articles are generally used in such newspapers, being cheaper than special articles and of a more interesting sort than can be procured in a locality where material is scarce. Local articles are usually preferable to syndicate matter, however, and the pharmacist who can prepare them ably will probably have little difficulty in publishing them without cost. In some instances editors will doubtless be glad to pay reasonable prices, especially where the matter is interesting and capable of being illustrated with microscopic photographs and similar scientific curiosities. Such articles appearing under the name of a local pharmacist are a valuable form of general publicity, increasing his reputation for scientific compounding and serving as an excellent base for more direct advertising through newspapers and literature.

JAS. H. COLLINS.

A WEALTHY TERRITORY COVERED BY ONE NEWSPAPER.

Unusual—certainly, but nevertheless true. Every extensive advertiser knows the value of the Washington field, knows that THE EVENING STAR completely covers the city, and knows that the use of any other paper is merely duplication. We can demonstrate all this to your satisfaction.

M. LEE STARKE,

Manager, General Advertising,

Tribune Building
New York.

Tribune Building,
Chicago.

Does this coat fit?

I wish to thank the Little Schoolmaster for the very kindly notice given of myself and the *Metropolis* in the issue of Jan. 7th. There was a time when I was not in sympathy with the work of PRINTERS' INK and the American Newspaper Directory. The plain and simple reason was that the circu-



lation of the paper was not large enough to make it profitable to tell the figures, therefore we consistently and persistently refused to give circulation statements of any kind to anybody, but for a good while the circulation has been large enough to tell, therefore we take pleasure in doing it. —Rufus A. Russell, Manager Jacksonville, Fla., *Metropolis*, Jan. 8, 1903.

THE MINNEAPOLIS JOURNAL
MINNEAPOLIS, MINN.

LUCIAN SWIFT, MANAGER.

Minneapolis, Minn., Jan. 27, 1903.

Editor Printers' Ink,
10 Spruce Street,
New York City.

Dear Sir—

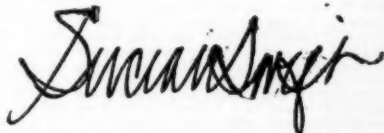
It affords us pleasure to inform you that we have appointed Mr. M. Lee Starke Manager of the General Advertising Department of THE MINNEAPOLIS JOURNAL.

This appointment becomes effective February 1, 1903, and Mr. Starke's relation to THE MINNEAPOLIS JOURNAL will be that of a salaried representative, with no commission in the business handled by him.

For rates, sample copies or any information you desire regarding THE MINNEAPOLIS JOURNAL or the Great Northwest, kindly address Mr. Starke at the Tribune Building, New York, or Tribune Building, Chicago.

Permit us to thank you in advance for the consideration we know you will give the Manager of this Department.

Very truly yours,

A handwritten signature in dark ink, appearing to read "Lucian Swift", written in a cursive style.

Manager.

SECOND CLASS POSTAGE.

Publishers and advertisers are interested in the unsolved problem of second class postal rates. Mr. John A. McCann, publisher of the *Cooper's Journal*, Philadelphia, sends copies of correspondence with the department.

Office of

"THE NATIONAL COOPER'S JOURNAL,"
PHILADELPHIA, Pa., Dec. 16, 1902.

Hon. Henry C. Payne:

DEAR SIR—While I have a high respect for and a most profound appreciation of what has been done by your Third Assistant, Hon. E. C. Madden, to relieve the department of improper burdens, I feel it my duty, as well as my privilege as the owner of a publication, affected by a proposed amendment to the postal laws, to protest most energetically against the changes of postal rates on monthly and semi-monthly publications to four cents a pound, as recommended in his report to you of Nov. 17th and made a part of your report and recommendations to the Congress of the United States. While I admit that there are many publications of such a character and scope as entitle them to scant consideration at the hands of your department, it would seem very unjust that trade papers of high character, whose mission of usefulness can not be successfully questioned, should be classified with them and made to suffer for their shortcomings. Furthermore, I do not fear successful contradiction when I say, that the proportion of such objectionable papers in the monthly, semi-monthly, or weekly class, is in about the ratio of one to one thousand when compared with the list of papers which your Mr. Madden is pleased to term "genuine newspapers."

I not only do question the public benefit of the daily paper as it is conducted and as it appears to-day, but also look upon it as one of the most pernicious influences and the most serious menaces to private morals and public practices, that the home and civic life of the country is threatened with at the present time. Through your good offices, and the careful consideration of your department for these papers, you make it all too easy to scatter millions of them throughout the homes of the land, and under the eyes of the young—papers that fairly reek with sensation, scandals and personalities the dissemination of which can serve no useful purpose.

Try to think out a list of "genuine newspapers" that are clean, wholesome and without the scandals and sensations that make them welcome only to the depraved and thoughtless, and you will have to hesitate before your list contains a score of names. And yet it is for the sake of these, that you would add 300 per cent to the postage account of the trade and technical press of the country. There is not an American industry that can be named which has not been raised to a higher standard of usefulness and efficiency through the work of the publications devoted thereto, and it is to such elevation, extension and the improved methods of pro-

duction fostered by the trade press that our present National supremacy along industrial and commercial lines is largely due. So potent is this fact, and so apparent this usefulness, that instead of adding to the burdens of this class of publication, and discriminating against them, the government might, with greater propriety, set aside a sum of money to be distributed among the worthiest of these, so that they might be placed in the hands of working men without cost with a view to making them more skilled as mechanics and consequently more useful as citizens.

The *National Cooper's Journal*, devoted to the coöperation industry, has been published by the writer for eighteen years, and its usefulness was recognized by Secretaries Bayard and Blaine, who called upon it for information and assistance in the issuance of Consular orders.

Thanking you in advance for any consideration shown its recommendations and representations as contained herein, I am sir, Yours with highest respect,

JOHN A. MCCANN.

In reply to the above, Postmaster General Payne said:

WASHINGTON, D. C., Dec. 17, 1902.

Mr. John A. McCann:

I have your letter regarding the suggested change in the postal rates on monthly and semi-monthly publications.

There is no likelihood of any hasty action being taken in this matter, and the whole subject will have very careful consideration before anything is done. The abuses which have arisen by reason of the present law governing the admission of papers and periodicals to the privileges of the second class have grown to such gigantic proportions that it is almost impossible for the Government to continue the present policy. It is desirable to do something which will, in a measure, protect the department and relieve it of the burden which is now placed upon it because of the enormous increase in the publications claiming admission to the mails as second class matter. What to do and how to do it without any injustice to anyone is the question to be determined.

H. C. PAYNE,
Postmaster General.

A matter of opinion or ethics should not influence the settling of a question of abstract right. There are good and bad newspapers, good and bad trade journals. If the so-called bad newspapers prosper it is proof that there is a demand for them. The reply of the Postmaster General is business-like. He would probably decline the divine right of deciding what are good and what are bad periodicals. What is wanted to settle the question of second class rates is a uniform charge for all printed matter. A publication which needs charity rates from the government has no right to exist.

"One Cent Buys the Best"

**A Great
Medium
Growing
Greater.**

**THE MAIL
AND EXPRESS,
NEW YORK.**

**ONE
CENT**

**Saturday Edition
Five Cents.**

**The Chicago
Record-Herald's**

Sworn circulation for December

Daily average,
162,736

Sunday average,
205,483

The Sunday circulation gained
in one year,
84,478

The Record-Herald has the
greatest known Morning and
Sunday circulation in Chi-
cago.

AS OTHERS SEE US

**Milwaukee Division
International
Harvester Co. of
America.**

MILWAUKEE, WIS.

Mr. John W. Campsie,
Manager Printing Dept.,

Evening Wisconsin Co., City.

DEAR SIR: The printing of our annual catalogue for the past several years, as well as on other work done for us, has been handled to our satisfaction. We have also been better pleased with our advertisements in the trade papers where we have had you set them up and furnish electrotypes. Considering the large amount of presswork on our catalogues, you have turned out the work with great promptness. Yours truly,

MILWAUKEE HARVESTER CO.,
Per W. G. Bisbee.

**IN
Toronto**
**THE EVENING
Telegram**

has more readers than all the other Toronto papers combined, and **The Evening Telegram** carries more "Want" advertisements than all the others put together.

PERRY LUKENS, JR.,

Tribune Bldg., Room 29, is the
New York Representative.

For the purpose of fostering an ambition to produce good retail advertisements PRINTERS' INK opened on December 24, 1902, a

RETAILERS' CONTEST

of advertisements. Any reader or person may send an ad which he or she notices in any newspaper for entry in this contest. Reasonable care should be exercised to send what seem to be good advertisements. Each week one ad will be chosen which is thought to be superior to any other submitted in the same week. The ad so chosen will be reproduced in PRINTERS' INK, if possible, and the name of the sender, together with the name and date of the paper in which it had insertion, will also be stated. A coupon, good for a year's subscription to PRINTERS' INK, will be sent to the person who sends the best ad each week. Advertisements coming within the sense of this contest may be taken from any periodical, and they should preferably be announcements of some retail business, including bank ads, real estate ads, druggists' ads, etc. Patent medicine ads are barred. The sender must give his own name, the name and date of the paper in which the ad had insertion. All advertisements submitted for this purpose must be addressed RETAILERS' AD CONTEST, *Care Editor* PRINTERS' INK, 10 Spruce Street, New York.


SEVENTH WEEK.

In response to the competition announced in the opposite column, sixty-four advertisements were received in time for report in this issue. The advertisement reproduced below was deemed the best of all submitted. It was written and sent in by Mr. Ryerson W. Jennings, South Penn Square, Philadelphia, and it appeared in the *Philadelphia Evening Telegraph* of January 20, 1903. A coupon as provided in the conditions of the contest was mailed to Mr. Jennings. A number of contestants do not send in the actual clippings of announcements they wish to enter. They merely call the editor's attention to a specified ad in a specified publication. No attention is paid to these entries. The conditions of the contest as set forth are easy to comply with. Interest in this competition seems to be growing. Advertisements are submitted from all parts of the country and from foreign countries they are also beginning to come in. As there can be but one best advertisement each week, it is of course plain that the prize offered can be awarded to but one person weekly, but he who fails today may win to-morrow. Time spent in seeking good advertisements is a valuable training to everyone who would succeed as an advertiser.

The Ryerson W. Jennings Co'y.

Have you noticed how tasteless Turkeys have been this year? Frozen Westerners, that's the matter! We will serve Bucks Co. fattened turkeys to-morrow, with cranberries the color of Port wine, stuffing from a famous recipe, mashed potatoes, Vienna bread and butter, for 30 cts.

404 Library St. and Penn Square.

There are
 more

TRIBUNES

sold every day within
the corporate limits
of the City of Min-
neapolis than all the
other local English
daily publications
combined

*See report of the Association
of American Advertisers*

NO CURE, NO PAY.

Recently a rather remarkable page advertisement appeared in Chicago Sunday papers paid for by Dr. Shoop of proprietary medicine fame. "Here are the names of 1,000 Chicago people whom I have cured. Probably the names of some of your friends are among them," said the introduction. The address of each patient was also given and the statement made that while curing these 1,000 people in Chicago the doctor had failed to cure seventeen. It was strong advertising.

A PRINTERS' INK reporter sent to Dr. Shoop's headquarters, Racine, Wis., found a six story building with a recent six story addition occupied by this business. Dr. Shoop, himself, minus the beard he wears in his advertising was found behind a battery of fifty or seventy-five stenographers.

"There is an impression, Doctor," said the reporter, "that you send no money until cured plan is very successful?"

"Well, it is too early to say definitely concerning that. You know this plan is only a year or two old. I have been in the business fifteen years. There are many objections to our present offer. We have to rely on what people hundreds of miles away tell us and the adjustments with druggists are something unheard of. We have to have a separate department for this purpose alone."

A fair sample of the advertising is as follows:

HOW A PENNY

May Cure a Sick Friend.

Simply write a postal card telling me who needs help. Tell me which book to send.

Spend but that penny to aid your sick friend, then I will do this:

I will mail him an order—good at any drug store—for six bottles Dr. Shoop's Restorative. He may take it a month at my risk. If it succeeds, the cost is \$5.50. If it fails, I will pay the druggist myself.

That may seem too fair to be possible—but try me. I have furnished my treatment on just those terms in hundreds of thousands of difficult cases. My records show that 39 out of each 40 have paid, and paid gladly, because they got well.

I willingly pay for the rest.

The remedy that stands that test is a result of a lifetime's work. It is the only remedy yet made that strengthens

the inside nerves. My way alone brings back the nerve power which operates the vital organs. There is no other way to make weak organs well.

You will know it when you read my book.

Simply state which book you want, and address Dr. Shoop, Box 511, Racine, Wis.

Book No. 1 on Dyspepsia,
Book No. 2 on the Heart,
Book No. 3 on the Kidneys,
Book No. 4 for Women,
Book No. 5 for Men (sealed),
Book No. 6 on Rheumatism.

Mild cases, not chronic, are often cured by one or two bottles. At all druggists.

"The presumption is that if the patient pays, he has been cured?" asked the reporter.

"Yes, but they do not always pay when cured. Sometimes a man will get six bottles from one druggist and his wife six more from another simply for the purpose of getting it for nothing."

"Do you find that the use of your own picture in the advertising increases sales?"

"I don't know. I run my advertisements both ways. There is a great deal about this advertising business that none of us know. We use dailies, weeklies and magazines of general circulation. Our contracts expire in the spring and I am in doubt whether to keep up this line or not."

The Shoop advertising gets about as close to the reader as any printed message can. To a sick man it must be peculiarly attractive. No money down, no cure no pay, only a month's time to be cured.

Still Dr. Shoop says that there are serious disadvantages about this offer, and he does not know whether he will continue the plan after this spring or not.

CATCH LINE OF WELL-KNOWN AD ILLUSTRATED.



"ALWAYS SOLD IN A YELLOW BOX."—THE PROPHYLACTIC TOOTH BRUSH, FLORENCE MANUFACTURING CO.

Everybody in Kansas
City reads

The Star
in the evening and
The Times
in the morning

Two distinct news-
papers

One Publisher

One Rate

200,000 a day

30 cents per line

WHAT TO SAY.

By Joel Benton.

The secret of good advertising is not occult or esoteric. It is really what Goethe calls an "open secret." And so obvious are the fundamental rules that govern it that they are not always heeded. An impression seems to prevail with many that there is always some mysterious art to be learned before anything can be written that will draw or influence the public. You must in some way hypnotize or else startle the reader or do something wonderfully unique to get profitable attention, they seem to assume. In these ways, no doubt, there may be attained good results for the human race is many-sided and yields to diversified influences and appeals. No way is to be accounted wholly wrong which has created abundant calls and orders, though it is a truism new to say—but a truism worth repeating—that not all efficient ways are efficient for all classes of business. To advertise well you must, for one thing, know what to say. And the way to know this is not to watch and follow too servilely the conventional forms or the styles that have won something according to current reports, but rather to "look in your own heart and write." One who starts in a business must evidently have had a special motive for so doing. If he opens a store in a neighborhood where there are many of the same description he has presumptively reasoned out beforehand the motives for so doing. If he has made a mistake, however, and put a grocery or dry goods store, or any other in a block where that kind of a commercial venture has been visibly overdone, then it makes little difference what he says, for advertising cannot create something out of nothing or make bricks without straw. But we will presume he has chosen well. There is just the field for him that he foresaw and he goes forth to fill it. Some ideas no doubt are in his mind that he thinks will be beneficial if carried out. If he dives deep down into his inner consciousness he may be able to see a way to better the methods that prevail around him. Or he may pos-

sess advantages and knowledge that will enable him to give better bargains than his rivals can. At least, we will suppose he thinks all this. It ought not to be difficult then to know what to say to put this situation before the public. The advertisement needed here should be a brief and lucid statement of these facts. I can conceive the meaning of it, though not the form and language, would be something like this—supposing this new arrival in a place to be a grocer.

"I have come among you, not because this town has no grocers, nor because they are not good grocers. But I see that the town is growing and that more foodstuffs will be needed and that if I had not arrived some other dealer of my sort would soon be here. I have taken a spacious and suitable store at a moderate rental. I propose to have the best goods in the market and not to be undersold. I shall offer some articles not usually found in towns of this size, together with all that has ever been sold here. Two things I promise in particular—the promptest delivery of everything purchased, and the cleanest and tidiest store in the State. In addition to this, and on account of cleanliness, there will be no out of door display of goods, where they must be exposed to the dust and dirt of the street and to the detriment and indelicacy of dogs. I do not, however, expect to be IT, or the whole thing, but I hope to do such a service in my way as to make it necessary for every citizen of this town to come into my store now and then, wherever else they may choose to trade for the most part."

I do not claim that these ideas make a universal recipe or that they are just what every new comer of this sort to a town would necessarily hit upon. But I think they serve as the protoplasm for one individual's basis of exploitation in print, and may illustrate in a certain way the note of incisive individuality. To show that you are determined to stand at the front and, if possible, be a leader of the procession is to get from the public a sympathizing push upward.

MR. JACOB G. McCALL, advertising manager of the MacCarthy-Evans Tailoring Co., St. Louis, sends specimens of small single-column newspaper ads used by the firm in dailies of that city. Five inches is the average space, and each ad begins with a bit of illustrated pleasantry that does not pertain to clothing. This eye-catcher is short, however, and when it has served its purpose the ads are thoroughly businesslike. Special stress is laid upon prices. Publicity of this description is practically certain to be profitable when printed continuously.

THE
Pittsburg Press

**Is the Most Popular
Daily and Sunday Paper in**

WESTERN PENNSYLVANIA

Made so by its Leadership in

Foreign and Local News Service
Unequaled Sporting Pages
Interesting Society Pages
Up-to-date Fashion and Women's Pages
Original and Special Comic Pages
Reliable Financial News
Beautiful Colored Magazine Sections
Original Cartoons.
Copyrighted Serial Stories
Leadership in Classified and Display
Advertising

**Largest Circulation in
Western Pennsylvania**

C. J. BILLSON, Manager Foreign Advertising Dept.
Tribune Building,
NEW YORK.

Tribune Building,
CHICAGO.

CALENDARS AS ADVERTISING SOLICITORS.

N. W. Ayer & Son, the Philadelphia advertising agents, who have a national reputation for "keeping everlastingly at it," believe in sticking to a good thing when they have one. For instance, their calendar for 1903 follows the design used for several years past, but with new coloring. And in truth it would be hard to improve upon their design; the dates are plainly readable at fifty feet, yet the calendar is not unpleasantly conspicuous; it is artistic, simple and useful and it is not surprising that it has become so popular an adjunct to business offices that the supply never equals the demand. But aside from its use as a calendar, it is in great demand by reason of the excellent advertising advice it contains. The man who got up this calendar is evidently a person of mature experience in the advertising business, for the various pieces of wisdom printed on the different months denote fine judgment as to the "seasonableness" of certain publicity. The matter is so pertinent that it will bear reprinting, to give you an idea of the style.

In the upper left-hand corner of the January sheet appears the following:

Consider the years. How they fly! Are they working for you? They are doing this for many—for time is always working for the good advertiser.

While across the entire width, at the bottom is this announcement:

This is our first new year in our new business home. We multiplied nine and one-half fold in the one we have just left. We have room to grow here and we will. We have grown only by helping others grow. As we wish you a Happy New Year let us ask if there is not a hint in this for you?

Note the following excellent argument in favor of advertising printed across the February page:

Are your goods so good that they "advertise themselves?" and sell themselves? If so, accept our congratulations; but accept them quickly, please: before the man who both makes good goods and does good advertising gets on your trail. Then you are likely to receive the same notice the telephone uses—"your line is in trouble."

In March the farmer commences to think about sowing. This is the March suggestion:

Sowing now, mowing later and grow-

ing in between. The order never changes in agriculture—or advertising. The sooner the sowing the sooner the mowing. Our facilities and experience are at your service now.

April contains a paraphrase of a much-quoted proverb:

Five newspaper readers are born every minute. Does this mean anything to you?

This seasonable bit appears in May:

A fine outdoor display is made by nature twice a year—and people pay attention to it. Let nature give a hint to you, and let our Outdoor Department help you carry it out.

June:

Even the "ad school" has its lesson, which is to be found in the growing recognition that advertising has to be learned. The placing of over thirty millions of dollars of advertising in over thirty years has taught us something about it. All that we have learned in this way is at your service.

Here's one printed during the hot summer time:

A thought for dull times. Sometimes trade comes without advertising. Sometimes good advertising brings trade.

Some excerpts from other months are:

Sticking to it. As far as sticking to advertising only is concerned we are specialists. As far as using different plans, different methods and different mediums is concerned, we are general practitioners. We have no favorite prescription.

Under all circumstances you may be doing well, but good newspaper or magazine or Outdoor Advertising will get you out under many circumstances and put you on top. That's history! Ask us for the volume and page.

Why do you ask for an advertised article at a store? Because you think it to your interest to have that specific thing.

Here is an opportune rap at the substitution evil:

Why does the dealer offer you something else—his "just as good?" Because he thinks it to his interest to sell you something else. Which should have his way? Which puts up the money?

From a talk with one of the solicitors of N. W. Ayer & Son, I learned that the yearly calendar is one of the best pieces of literature that they issue. It is to be found in many of the largest business houses of Philadelphia, and so great is the demand that a price of 25c. has been placed on it. It would be interesting to know if this calendar has been the means of setting a non-advertiser to thinking and thus "created" advertising. The argument is strong and logical enough, surely.

To reach the best Homes of
Cleveland and Northern Ohio
there is no better medium
than **THE CLEVELAND PRESS**

THE CLEVELAND PRESS

has a larger home-delivered circulation in Cleveland than all other Cleveland daily or Sunday newspapers combined.

The average daily circulation of **THE CLEVELAND PRESS** for December, 1902, was **125,210** copies.

**THE CLEVELAND PRESS'S CIRCULATION
AVERAGE for the Entire Year 1902 was
120,132 copies daily**

**The Scripps-
M'Rae League**

St. Louis Chronicle
Cincinnati Post
Cleveland Press
Covington (Ky.) Post

FOREIGN ADVERTISING DEPARTMENT

D. J. RANDALL
Tribune Building, New York

I. S. WALLIS
Hartford Building, Chicago

AN ESTEEMED CONTEMPORARY.

The fact that *Profitable Advertising* has lately absorbed Mr. Chas. Austin Bates' *Current Advertising*, together with *Returns*, late of San Francisco, and opened a New York office besides just around the corner in Nassau street, reminds the Little Schoolmaster that the Boston publication shares with *Fame* the distinction of being the oldest publication in the advertising field, after himself. Both were established in 1891, three years after the Little Schoolmaster set up shop in Spruce street. This is a real distinction, for of more than two hundred advertising publications that have been launched at various times during the past fifteen years only thirty perhaps are now alive and listed in the American Newspaper Directory. It will be no very amazing news to the average advertising man to be told that *Profitable Advertising* is the creation and reflection of a woman. In fact, though Miss Kate E. Griswold does not say so herself, the Boston monthly hovered between life and death until she became its owner in 1895. Founded as a sort of organ for the C. F. David advertising agency in 1891, it ran along rather indifferently for a year, when Miss Griswold took editorial charge. There was not much of a foundation for a successful periodical when the agency went out of existence in 1895, but Miss Griswold put the little that there was upon an independent editorial and business basis, and has maintained the journal on that basis ever since, gradually evolving a successful monthly that is circulated upon its merits and fills a very tangible need in the advertising world. Where advertisers take two trade journals those two are pretty certain to be *PRINTERS' INK* and *Profitable Advertising*—and the Little Schoolmaster hopes that he is too liberal to suppress the fact that in some instances it is *Profitable Advertising* and *PRINTERS' INK*.

"What methods have I used?" said Miss Griswold recently.

"Why, honest ones, I hope. I have tried to make a good publication and sell it upon its merits. That has been my formula of success. Difficulties? Well, I have known what it is to live on three dollars a week. It has not been all plain sailing. But there has always been plenty of encouragement to go on, and at present my journal is on an extremely satisfactory footing. No, I don't think that a woman has any advantage over a man in the publishing field—certainly she had many disadvantages ten years ago, for women had not begun to do so large a share of the world's work, and when she went into business there were many who looked askant at her efforts. Those days are past, happily, and now she is on an equal footing with men—is at liberty to go ahead unquestioned and do the best that lies in her. In the advertising field there are probably as good opportunities as in other departments of business. In fact, there are some notably successful women in advertising and publishing. Miss Keyes, of the Semi-ready Clothing Company, is one right here in New York, while in Chicago there is Mrs. Dr. Ellen Sage, who was formerly with the J. Walter Thompson agency, and who is now an independent advertiser. In publishing there are Miss Caro M. Clarke and Miss Helen Winslow, of Boston. Miss Clarke has been very successful as a publisher of fiction, and was almost the first to use billboard advertising as a medium for exploiting novels. Women are successful as advertising solicitors, while in adwriting there are many lines that she can handle to better advantage than men, provided she has equal ability. Her viewpoint gives her certain advantages, of course, but it is all a matter of ability. The day is gone when she can be classed by herself. The February issue of *Profitable Advertising* is to be a 'Woman's number,' dealing with her work in the field of publicity, and I think that it will be something of a revelation to those who have not given her much thought. As for the woman who wishes to embark in advertising—well, if she has ability I believe it better for her to en-

ter upon actual work as the associate of an advertising manager. Real experience transcends all theory. Such positions almost invariably give her experience of retail advertising, which seems to be

er, and the experience gained is invaluable in general publicity."

Miss Griswold was born in West Hartford, Conn., educated in the public schools, and began her business career by managing a poultry



MISS KATE E. GRISWOLD.

the natural point of beginning in an advertising career. Retail advertising operations bring one into close touch with readers. You fire at short range and fire often-

farm. Then she spent two years in the executive offices of the National Trotting Association, after which, with a fair working knowledge of chickens and horses, she

entered upon the study of the human animal as it reveals itself in advertising. She has always loved horses, and driven good ones, and is qualified to "write horse" as well as upon advertising matters. Love of outdoor life has made her something of a golfer and fisherwoman, but these are the healthful note in an essentially feminine character rather than dominant traits in her personality. Miss Kate E. Griswold is thoroughly a woman, and a very able one. She has made a success against difficulties, and at this precise moment the Little Schoolmaster can call to mind no one whose continued success will give him greater pleasure.

A NEW YORK Advertising Agency wants an outside man, young, of good address, civil, persistent, but not cheeky; having some knowledge of the comparative merits of local newspapers and desiring to learn the business—which is a very good one. State age, previous employment, marry expected, and name one or two references. For the right man this is a good opening. Address "ADVERTISING AGENCY," P. O. Box 672, New York City.

WHAT CONSTITUTES THE DAILY ISSUE?

THE SUNDAY ISSUE IS A DIFFERENT PAPER AND SO CONSIDERED BY ADVERTISERS.

Most Sunday papers emanate from the office of a daily. A paper is called a daily whether it appears six days in the week or seven. In most cases, but not in all, the Sunday issue is larger than for any of the other six days, and almost universally a higher rate of charge is exacted for advertising in the Sunday issue. Newspaper men like to state their circulations as large as the facts will warrant, and as a consequence when the Sunday issue is smaller than for the other six days, it is common to exclude the Sunday issue from a circulation statement showing the output for a year, and issue a separate statement for the Sunday issue alone, thus treating it as a separate paper. On the other hand, when the Sunday issue is the largest, the publisher generally deems it desirable to have the circulation statement include all the issues for seven days. When this method is pursued, the American Newspaper Directory fails to show the Sunday circulation separately, and as a consequence, when the Directory is referred to for the purpose of ascertaining the Sunday issue the figures representing the

average issue for seven days are obtained instead of what is sought.

The matter can be brought plainly to mind by an illustration. In St. Louis the *Globe-Democrat* printed an average edition of 94,033 copies for six days in a week during the year ending with August, 1902, and an average edition of 124,908 copies of the Sunday edition for the same period. If 94,033 is multiplied by six, and 124,908 added we have 689,106, the total output of seven days, an average daily output of 98,444 copies instead of 94,033 as shown for the six week-day issues.

The *Post-Dispatch*, another paper in the same city, preferred to prepare its circulation statement to cover the issues for seven days, which, for the year ending May 1, 1902, was found to be 110,147 copies, a considerable advance over the edition put forth by the *Globe-Democrat*. In the list of Sunday papers recently published in PRINTERS' INK the circulations of these two papers are set down:

Globe-Democrat.....	124,908
Post-Dispatch.....	110,147

When these figures came to the attention of the *Post-Dispatch* they caused irritation, because, as a matter of fact, that paper claims to issue a larger number of copies on Sunday than the *Globe-Democrat* does, and probably does so. This is a sample of the numerous puzzling questions with which, from time to time, the Directory editor finds himself obliged to deal, and a proper disposition of which, in a manner that shall render equal justice to all, is sometimes a matter of a good deal of difficulty.

The above is reprinted from the issue of PRINTERS' INK for December 24, 1902. Since then the St. Louis *Post-Dispatch* has prepared a statement showing:

1. Its circulation for every day in the year 1902.
2. Its Sunday issue in extra prominent figures.
3. Its average Sunday issue for the year.
4. Its average issue for the six week days for the year.

It is such a complete and satisfactory statement that it is deemed of sufficient interest to warrant a reproduction here to serve as a model for other newspapers who are willing to make a straightforward showing but do not know how to go about it.

FOR THE ENTIRE YEAR 1902.

Sworn Detailed Statement of the Circulation of the Daily and Sunday

ST. LOUIS POST-DISPATCH

FOR THE TWELVE MONTHS OF 1902.

After deducting all copies returned by newsboys and copies left over, spoiled and unprocessed.

Day.	Jan.	Feb.	Mar.	April.	May.	June.	July.	Aug.	Sept.	Oct.	Nov.	Dec.
*1--	75,967	100,203	102,156	102,592	104,077	171,715	96,293	98,145	98,040	96,508	90,196	97,990
2--	97,221	176,467	182,302	100,392	111,525	98,100	96,780	87,400	93,680	94,001	188,555	97,704
3--	96,250	101,351	107,907	100,510	105,632	98,337	95,212	159,256	96,450	92,309	96,545	98,708
4--	94,471	99,860	104,816	102,971	181,482	100,247	*93,191	92,415	94,102	98,504	91,220	96,907
5--	173,550	112,771	105,334	99,449	105,710	97,914	82,889	90,424	94,250	180,546	100,220	100,060
6--	97,892	100,296	104,897	185,291	102,640	95,881	155,400	98,251	90,772	95,406	96,536	94,771
7--	100,212	104,386	104,334	102,257	104,257	95,365	94,372	94,409	178,229	90,900	98,151	194,143
8--	98,698	102,160	102,780	102,349	102,405	165,700	95,575	90,807	90,621	*98,980	94,696	97,088
9--	99,154	177,615	183,317	102,198	102,531	98,619	94,997	97,167	95,869	94,722	190,232	96,375
10--	99,634	104,864	104,772	101,450	97,356	97,393	94,611	168,825	97,160	95,979	98,664	98,500
11--	97,960	104,964	105,964	104,972	180,940	97,817	94,789	90,079	98,096	90,813	90,419	98,509
12--	173,630	106,247	105,064	106,636	101,001	95,737	89,965	92,831	97,647	182,839	98,900	90,324
13--	96,491	104,914	105,000	186,205	100,396	*95,232	154,121	92,621	94,840	97,877	90,230	94,927
14--	99,661	104,257	107,513	101,635	100,827	94,008	94,827	92,014	170,472	98,438	115,907	206,933
15--	101,290	101,645	102,177	101,490	101,815	161,551	94,302	92,612	97,400	90,236	95,106	96,530
16--	100,156	178,913	182,620	101,320	100,729	95,614	94,430	95,481	98,177	96,940	191,360	99,420
17--	102,677	104,154	102,100	102,743	94,733	95,806	90,767	162,450	96,354	99,406	100,702	101,033
18--	98,085	104,129	104,733	102,084	177,392	95,341	90,300	88,000	97,430	90,085	90,567	100,568
19--	174,399	103,005	104,846	98,255	100,096	96,004	86,016	92,773	96,563	183,519	100,867	101,008
20--	98,651	103,068	104,680	182,987	99,189	94,175	151,847	91,000	92,970	100,462	98,373	96,105
21--	101,580	103,721	103,251	102,237	99,029	91,924	90,476	91,864	183,125	96,406	90,130	195,874
22--	100,712	101,563	98,672	99,912	96,565	159,235	98,381	92,475	96,176	90,080	95,421	98,525
23--	103,260	181,403	180,550	102,948	96,986	94,672	94,009	96,162	96,794	96,884	183,434	96,902
24--	102,617	104,077	104,414	100,182	91,013	105,005	90,566	164,899	96,323	96,751	97,380	98,683
25--	100,833	104,490	104,357	100,080	173,685	96,986	93,022	91,622	96,430	94,606	96,256	770,944
26--	175,568	103,948	104,501	99,407	98,000	90,214	86,117	90,600	101,214	184,941	96,114	90,390
27--	100,124	104,467	106,690	179,778	97,980	95,681	150,461	92,577	93,231	97,504	*90,610	90,711
28--	100,933	104,229	105,559	101,637	87,873	90,767	93,091	93,840	176,578	97,636	170,202	183,070
29--	104,136	---	99,340	104,700	96,328	157,079	90,345	98,122	96,970	97,426	95,196	90,800
30--	102,144	---	190,333	100,048	95,155	96,586	90,462	87,564	97,176	97,433	194,768	100,460
31--	102,444	---	101,986	---	93,230	---	92,311	167,954	---	97,646	---	99,704
Total	2,674,964	2,469,315	2,708,065	2,658,809	2,705,030	2,401,500	2,496,028	2,581,407	2,607,227	2,621,514	2,465,520	2,634,111
Grand	697,147	714,306	920,177	734,261	719,409	815,230	611,835	814,584	700,403	731,692	926,295	796,279

Average SUNDAY for the month of December, 1902 - 198,569
 Average SUNDAY for the entire year 1902 - 177,135

OUR GUARANTEE:

The Post-Dispatch will accept all advertising with the distinct and unqualified GUARANTEE that its PAID Sunday or Daily circulation in the city of St. Louis and suburbs is greater than that of any other morning or evening newspaper combined; and that it has a larger PAID circulation, GUARANTEED, than any other newspaper west of the Mississippi.

STATE OF MISSOURI, CITY OF ST. LOUIS, ss.

Personally appeared before me, a Notary Public in and for the City of St. Louis, Mo., W. C. Hedges, Business Manager of the St. Louis Post-Dispatch for the OTHER YEAR 1902, after reading the regular edition of the St. Louis Post-Dispatch for the OTHER YEAR 1902, after reading the average for 177,135 copies of the Sunday edition, and 198,569 of the Daily edition, and for the month of December, 1902, averaged Sunday 198,569 and Daily 177,135.



Sworn to and subscribed before me this 30th day of Jan., 1903.

My term expires Aug. 14, 1903.

Notary Public, City of St. Louis, Mo.

Circulation Weeks Always Open to Advertisers and an Examination Carefully Invited.

The Great. **ST. LOUIS POST-DISPATCH** The Great.
 West Edition. East Edition.

EASTERN AGENTS—The S. C. Beckwith Co., 48 Tribune Building, New York—510 Tribune Building, Chicago.

In consideration of the conditions illustrated above the editor of the American Newspaper Directory proposes to adopt the following:

RULE.

When a publisher of a daily paper, having a Sunday edition, furnishes a circulation statement showing a daily average for a year, arrived at by including the Sunday issues with those of the daily, his statement fails to entitle the paper to a rating in Arabic figures. If with such a statement a separate one is given showing the average for the Sunday issues for a year, the Sunday edition would thereby secure a figure rating—while the daily would fail.

What general advertisers and the Directory editor desire to know, is:

1. The actual average issue of the daily edition without the Sunday.
2. The actual average issue of the Sunday edition without the daily.

To convey the necessary information, therefore, separate statements must be furnished, one for the week-day edition without the Sunday issue and a separate one for the Sunday edition alone.

The daily for six days in the week is distinct from the Sunday paper. The Sunday paper has a subscription price separate from the daily, and its rate for advertising service is different. The two are separate papers and must be treated as such.

ADVERTISING IN TRADE AND TECHNICAL PAPERS.

III.

Articles first and second appeared in **PRINTERS' INK** of Jan. 21 and 28 respectively.)

The machine tool advertiser who tries to deceive in his advertisements generally succeeds—in making himself ridiculous. He may succeed in making his readers believe a great deal that isn't true, but when his machine and his possible customer get together, the machine will almost surely give the lie to his deceptive advertising. The average buyer of machinery is pretty well informed, and it isn't easy to fool him. Once let him discover a deliberate misstatement and he will discount every claim that is made; perhaps will absolutely refuse to consider the purchase of the machine misrepresented and buy a competing machine of less merit but more truthfully advertised. Machine-tool advertisements are read by a careful, thoughtful, more or less conservative class of men who know, to a pretty accurate degree, the limitations of machines of a certain type, and who are likely to make a pretty careful analysis of the advertised claims for any machine that interests them. Claiming something that these men know to be an impossibility is a little worse than foolish for it creates prejudice where before there was a mild interest and perhaps a disposition to buy. The machine must be a very good one to overcome such a prejudice after it has been firmly rooted by the frequent repetition of such claims, and generally there will be no opportunity to reverse the possible customer's judgment, because he will not make himself known to the seller. I believe that such instances have not been rare. On the other hand, some machines have been sold almost wholly on the strength of advertising, without proper investigation on the part of the buyer, and have been so disappointing when measured by the advertised claims and the actual performances of other tools of their class, as to forever con-

demn them and all other products of the same shop, in the minds of the customer, his friends and, by no means least, the operators who attempted to make them true to their maker's promises. Of course, no one lathe, planer, drill or miller can monopolize the good features possible to a tool of its kind; but that tool without some one feature in which it excels all the others is a mighty poor proposition from an advertising point of view. If you build a machine-tool you know which are its strong points and in what particular it is better than others. Nobody expects you to give more than passing attention in your advertising to those points in which your machine is like the rest, but you owe it to yourself to pick out its few strong points and hammer them into the minds of your possible customers till they simply cannot think of a tool of that type without thinking of yours first. The truth is good enough and strong enough if you tell it well, but many a truth is so lamely or half-heartedly told as to make no impression or to seem half lie. When you say "absolutely accurate" you don't mean that at all, and most people will understand it exactly as you mean it, but there is always the man who will take things exactly as they are written, waiting to pounce down upon you and say "Not so" or something stronger. He may be hypercritical, but there are just as many cents in one of his dollars as in anybody else's and not all of you can afford to ignore him. Good machine-tool advertising is first of all truthful (putting the best foot forward, of course) then it's informative. It deals in specific statements, wherever possible; in actual measures of metal and time. It tells what a machine will do, and when essential to a correct understanding of "what," it tells "how." It tells what the machine is made of and how it is made, but it covers these points quite briefly and spends most of its effort in pointing out in just what way the buyer can hope for greater profits than are possible with his present equipment. Where the nature of the work permits, grinding small parts for instance, some advertisers ask

for parts such as are going through the reader's shop to be sent, in order that they may finish them on their machines and return them with a statement of actual time required, for comparison. Other advertisers actually place a lathe or other large tool in the prospective purchaser's shop on trial, there to work out its own salvation or to come ingloriously back. What machine-tool advertising has sadly needed, and is getting now as never before, is a little "ginger"—a little "go." That doesn't mean being "funny" or "clever"; but it does mean getting away from the old, stilted descriptive style of the catalogue, and putting things in a lively conversational way—just as you would talk to another intelligent man in whom you see the making of a good customer. Be respectful and self-respecting; stick to your text and don't "knock." What the other man's machine won't do needn't worry you; tell what yours will do and let your customer make his own comparisons. He may not think of the other machines if you don't call his attention to them. Keep in mind when preparing copy for the best of the machine-tool mediums, that while trying to effect a sale to the owner of a shop, you are educating the better class of his workmen, his superintendent, foremen, etc. who take the same paper, and fitting them to get the best possible results from your machine by telling them just what to expect from it and how to make it do its best.

Most machine-tool manufacturers are a little too close to their product to advertise it to the best advantage. Knowing their machine so well they assume that other people know all about it and not infrequently leave out of their advertising some of the points that would have doubled its value. This doesn't mean that every small detail must be advertised, but rather that the advertiser should try to see his machine from the buyer's point of view, and to anticipate and answer such questions as he himself would be likely to ask if in the market for a similar machine. This idea of keeping your competitor in ignorance of your strong

points is all **wrong**. If he wants to know anything about your machine, and can't find out in any other way, he will simply buy one of them and take it down, or make his investigation in the shop of some friend who has one. Meantime, through your efforts to keep him in the dark, you are keeping your possible customer in the dark as well and beating yourself out of business. Come right out into the open and tell what there is about your machine to make it worth buying. Don't worry about your competitor unless his is a better machine, and, in that case, simply hammer away on the points in which yours is better than his. Don't try to tell your whole story in one ad, no matter how large your space; put it into a good booklet. Don't advertise a nine-by-twelve business in a two-by-four space, and remember that, in many cases, your advertising is the only representative that your prospective customer ever sees—the only thing, except your general reputation, that he has to judge you by.

JOHN A. THOMPSON.

A Gazetteer OF THE United States.

Many persons use the American Newspaper Directory as an up-to-date Guide Book and Gazetteer. When the train stops and the name of the station is read through the car window it is interesting to turn to the copy of the Directory on the seat beside one, look up the description of the place, learn what gives it consequence and what sort of country surrounds it.

1,447 Pages. Price, \$10, Net.
Issued, October, 1902.

Sent, carriage paid, on receipt of price.
Address

GEO. P. ROWELL & CO.,
PUBLISHERS,
No. 10 Spruce St., New York.

THE CIRCUS BILLPOSTER.

One of the most nimble-witted, resourceful men that Yankeeland has produced after a century of free schools is the circus billposter. He loves to do things that call for initiative. He works as a single unit. Where canvassmen, hostlers and "razorbacks" work en masse, the billposter must go out into wild stretches of country and fight alone, more often with his head than with his biceps. Circus advertising cars usually travel at the rear of passenger trains—from one to four weeks ahead of the show. Large circuses have two or three such cars in advance, carrying from ten to twenty-five billposters each, who sleep aboard and eat at hotels in each town visited. The billposter's day begins at five a. m. with the ringing of the car manager's alarm clock. Breakfast is soon over at the country hotel, and he hurries back to the car, dons his paste clothes and embarks in a wagon with brush, buckets, lithographed posters, small handbills and a three-hundred pound can of paste. Out of every town which the circus is to visit the contractors ahead of the advertising cars have laid out "country routes" that must be billed by wagon. There are from four to eight of these in each "stand," and they are forty, fifty and sixty miles long in the more densely populated Eastern States. Usually they follow one road out of town for half of this distance, returning by another. Upon the average "country route" there are between four and ten small towns and villages, with roadside barns and blacksmith shops between. Every available place must be paid for in tickets to the show and covered with paper. Three and four thousand square feet of paper is the average day's work of a circus billposter. In the newly-settled West—Oklahoma, Indian Territory, Colorado and Utah—the wagon routes can be billed profitably for two hundred miles, as people willingly devote a week to traveling back and forth to the circus where amusements are so scarce. The teams that take the billposter over these routes are

hired of local liverymen, and are in charge of a driver who knows the country.

When the first "daub" or place for posting paper is reached the billposter contracts for the right to cover it, paying always in tickets. Usually this space is gotten at surprisingly low rates. A whole barn seldom costs more than three or four general admission tickets, unless there is opposition with another circus, when the rival billposters try to keep each other from securing locations, paying any number of tickets that will take space away from competitors. The driver gets a bucket of water, a pail of the thick paste is diluted and a stand of bills laid out. With the first touch of the brush to the "daub" itself the billposter's real troubles begin. They are many. The most conspicuous side of a barn may have been baking in the sun for weeks. The hot boards suck paste greedily, drying it almost as fast as it can be applied. If the "daub" is a wall of brick or stone the roughness and grit of the mortar are equally difficult to deal with. The whitewashed out-buildings of the South, the sod-houses of Western Kansas, the corn-cribs of Iowa with their innumerable cracks, and the warped hardwood buildings peculiar to some parts of the South and West are among the billposter's black beasts. Often enough he must take the oldest building in order to get a display in a town, but he is resourceful and skilled, and can swaddle a ramshackle hen-house in a way that makes it appear as though the paper had been put on to hold it together. Boreas is his hereditary enemy, always up in arms against him. In some parts of the United States the winds are almost perpetual. Circus bills are pasted together in large sections, differing from those used in cities, which are sent to the billposters in single sheets. A thirty-two sheet circus bill is a piece of paper eight and a half feet high and thirty feet long. It is folded so that the left-hand margin may be stuck to the "daub" first and the rest of the bill unfolded in sections and fastened securely with the brush. But in the event of wind from the

right-hand side of the "daub" the billposter is often driven to the expedient of refolding the poster so that it may be "hung backwards." This refolding resolves itself into a four-handed fight, with the billposter and driver on one side, and the poster, backed by Boreas, on the other. Even though the wind be in the favorable quarter there is always a chance that when the poster is half stuck Boreas will focus a gale upon the other half and blow it to ribbons. As such a sheet of paper costs from one to three dollars the billposter is bound to chase the fragments and patch them into their proper places. Very often in the course of the season a long country route is travelled in rain and mud. Streams are forded with paper held out of the water's reach. Again, the hamlets in the average country route are usually so small that it is impossible to buy warm dinners, and the billposter must put up with crackers or other makeshift fare. If the route is a comparatively short one—forty miles—he may reach the advertising car before nightfall, provided the roads are good and the horses wear well. More often, however, he is fortunate to get back by nine or ten o'clock. Sometimes the car has been taken on to the next town, and he spends the greater part of the night traveling to catch it, going to work as usual the next day. If he returns early he is set to work with the "town gang," or at paste making. The latter operation is part of every day's work on a bill car, and almost invariably claims Sunday mornings as well. About two tons of flour are made into paste each week, and it is always of the very best quality that can be purchased. The better the flour, the further the paste will go. Steam for cooking it is generated in a boiler built at one end of the car. Many barrels of water are needed, and where no hydrant is handy it must be carried in pails. Water and flour are mixed in cans holding about a barrel and a half each, and after the mixture is freed of lumps the steam is turned in to cook it. The greenish tint peculiar to circus paste is added to prevent fermentation. A circus

car travels about 25,000 miles in a season of seven or eight months, and the billposter usually covers a couple of thousand more miles by wagon. It is said that upon a certain occasion when a billposter ventured to ask a car manager when he was to sleep, the latter became thoroughly indignant. "Sleep? Hell, we don't pay you to sleep! Can't you get enough sleep in the winter?" The billposter working alone, must necessarily be trusted to cover his route honestly. Paper, teams, paste, wages and other items make the average route an expensive piece of advertising, and unless the work is done conscientiously the expenditure is sheer waste. No successful method of watching the billposter has ever been devised, however, though many ingenious schemes have been tested. One car manager had each completed "daub" photographed by the billposter after he had covered it, but the latter brought a counter ruse into play that caused speedy abandonment of this system. He would cover a large barn, photograph it, change several bills, make a second picture, change still others and make a third and fourth.

Another device was that of having the billposter get the cancelling stamp of the postmaster in each village route upon his route report. This plan he circumvented by doing the thing in person, smearing the stamp of a single village in half a dozen places and turning in the illegible result as "the best he could get the old duffers to do." In justice to the billposters who do the work ahead of circuses, however, it is but fair to state that they are honest and hard-working in the main, and ever anxious to properly advertise the show that they work for.

NEVER overadvertise by using all the dailies in a large city as there is usually but one, and seldom more than three, which will really sell any quantity of goods—the rest are merely the echo; they make quite a show, but do not produce the business.—*The Advisor*.

He succeeds best in adwriting who most carefully confines himself to those thoughts and words which people have used before, but who so moulds them as to give them new force.—*Jed Scarborough*.

COMMERCIAL ART CRITICISM.

By George Ethridge, No. 33 Union Square, New York.

In a very large percentage of advertising illustration the artist must depend entirely upon black and white to secure the effects for which he is striving, and for this reason a very careful study of the multitude of effects which can be gained with black ink on white paper is necessary. The work of the artist—in all branches of art—consists largely in the search for contrasts, and that should be the

powerful and impressive. This result is accomplished by carefully balancing the black and white in a manner which certainly could not be overlooked, no matter where the advertisement might appear. The ad marked No. 2 is what is known as a white on black ad. This style must be used very carefully and with much judgment. In most cases black on white is preferable. Where white on black is used the design must be an exceedingly simple one and the lettering very bold. If a large number of words are to be used, or if the illustration is at all complicated, black on white should always be employed.

**LYMAN'S PATENT
RIFLE and SHOTGUN
SIGHTS**



accomplish best results both
at target and when hunting


Send for our new 96-page catalogue of sights
for hunting and target rifles and shotguns.

The Lyman Gun Sight Corporation
Middlefield, Ct.

No. 1

aim of the advertising illustrator as well. As the use of black and white comprises almost the sum total of advertising illustration, it must necessarily be the predominant note in commercial art criticism. This advertisement of the Lyman Gun Sight Corporation—ad No. 1—was evidently intended to elicit requests for a catalogue, and it is an ad which should have brought responses, and for which many extremely kind things may be said. It is neat and well balanced, and ad No. 2 is intended to show how precisely the same design and general lay-out can be strengthened and made far more

**LYMAN'S PATENT
RIFLE and SHOTGUN
SIGHTS**



No. 2.

The reason is that small white letters or fine white lines upon black are more difficult for the eye to follow than black on white is. Probably you have noticed the difficulty in reading an advertisement designed in white upon a black background where the words are many and the letters unnecessarily small. Simple black and white illustrations look very easy, but they are a great deal easier to make a botch of than they are to render effective. Mr. Ethridge will be pleased to criticise commercial art matter sent to him by readers of **PRINTERS' INK**, free of charge.

ADVERTISING IN THE EARLY FIFTIES.

In those days the theaters were the largest space consumers in the advertising line, but their cards would be considered insignificant if put alongside the artistic displays now exhibited. If a manager devoted six inches to an ad, single column, the people were assured that one of the biggest attractions of the country was coming to town. The stars of the theatrical world were not so well known as they are to-day, and the patrons of the theater had to be told that a worthy attraction was about to open in the city. In these days everybody is known and particular care is taken to let the patrons know more about the play and the supporting company than the star.

The merchants who had large stores did but little advertising, relying on their name and prestige to bring business, and when the younger generation of shopkeepers came to town and started off with large displays, something of a sensation was created. In looking over the old bills sent out by the *Star*, Mr. Johnson says that the largest advertisers considered themselves extravagant if they ran over the \$50 mark for a month's advertising.—*Washington Star's Golden Anniversary Number.*

THE ART OF ADVERTISING.

To advertise the world is keen.
From boat, or rail, lo, every scene
Displays the art in various-wise.
On fence, and wall, the traveler spies
The thin grown stout, the fat grown lean.

Yea, men in plasters stand serene;
There's nothing now that mortals screen—
Small marvel if the dead should rise
To advertise!

The secret of the art you'd glean?
For 'tis the shrewdest art, I ween;
Your ignorance excites surprise.
Good Sirs, attend. Here wisdom lies;
To advertise—what does it mean?

To advert eyes!

—Samuel Minturn Peck, in *Profitable Advertising.*

IT LOOKS EASY!

There are so many advantages apparent to recommend the mail order business to the serious consideration of all mercantile interests, that it is not surprising it continues to grow in volume with such gigantic proportions. It is the most direct way to reach consumers. There is no jobber, wholesaler or middleman with whom to divide profits. It conveniences and absence of annoyances appeal with great force to the public. It presents to the public not living near large cities every advantage above all other methods of trading. Goods can be bought where it is most convenient to purchase them and where the prices are the cheapest. Its permanency has been firmly established. It costs less to transact a mail order business when once successfully established than any other business. The only difficulty is to secure a foothold, but it costs less to gain this with a mail order business than with anything else. It does not possess the limitations of a local business. It expands as it grows. There is no confinement as to territory. There exists no danger of

competition being throttled. It is a desirable business, since it can be conducted either upon a cash or credit basis; its manner of conduct rests entirely with the owner. The losses can be minimized. In a nutshell, not another business is as satisfactory as an established mail order business.—*Mail-Order Journal, Chicago, Ill.*

Classified Advertisements.

Advertisements under this head two lines or more without display, at cents a line. Must be handed in one week in advance.

WANTS.

THE TIMES-DEMOCRAT, Charlotte, N. C., leads all semi-weeklies in the State.

THE CHARLOTTE NEWS heads the list of afternoon papers in North Carolina.

PUBLISHER desiring representative in Chicago, address A. W. MUNDT, Hammond, Ind.

MORE than 300,000 copies of the morning edition of the *World* are sold in Greater New York every day. Beats any two other papers.

A **DWRITER**, agency experience, desires position with reliable firm. Capable editorial writer. "K." 1806 Woman's Temple, Chicago, Ill.

I **AM** a young man. I am advertising for a large retail business. I know how to conduct an advertising department. I want a change. Write "ENERGY," Printers' Ink.

A **DVERTISING MAN**, doing \$40,000 per annum for class Journal of limited field and circulation, desires appointment of broader scope both ways. Address "RESULTS," Printers' Ink.

A **PROMINENT** advertising agency requires the service of a young man who is experienced in figuring newspaper rates. Must be accurate. Give reference and state where last employed. Good opening for capable, ambitious man. Address "ACCURATE," Printers' Ink.

A **LL** newspaper circulation managers to write for prices and samples of the ten different books published by us and written by Mural Halstead. They make paying premiums. Over 6,000,000 sold. Enormous demand for his latest books. **THE DOMINION COMPANY**, Dept. D, Chicago.

I **WANT** to hear from publisher needing result-bringing advertising manager and solicitor. Fifteen years' successful experience. Can prepare advertisements, handle force of men, hold old advertisers, make new ones; fine address, strong talker, hard worker. Can hold present position, but want better opportunity. Address "BUSINESS," Printers' Ink.

NEWSPAPER man, with metropolitan reportorial experience, also having served as staff correspondent and inside man, desires to locate in medium sized city, evening paper. Capable special column and human interest contributions. Young, temperate, enthusiastic. Address with sample issue, H. SPEARMAN LEWIS, 79 College Ave., New Brunswick, N. J.

BUSINESS MANAGER.

A gentleman capable of assuming the business management of a monthly agricultural paper with a circulation of 300,000 copies and an advertising patronage of sixty to one hundred thousand dollars yearly, with its own composing and press rooms, one thousand light electric plant and an experimental farm of 600 acres, and the entire institution tending towards advancement, can find a very profitable and permanent as well as a pleasant and interesting position with the Epitome Pub. Co. Must be a strong, vigorous, enterprising and pushing business man. One quick to grasp and take advantage of opportunities and things that present themselves, besides looking carefully after the everyday routine work. Address

EPITOMIST PUBLISHING CO.,
Publishers AGRICULTURAL EPITOMIST,
Epitomist Experiment Station, Spencer, Ind.

PRINTERS' MACHINERY.

WE BUY, SELL OR EXCHANGE
 Printers' machinery, material and supplies.
 Type from all foundries.
 Estimates cheerfully furnished.
 Quality above price.
CONNERT, FENDLER & CO., N. Y. City.

FOR SALE.

THE CHARLOTTE NEWS AND TIMES-DEMO-
 CRAT have the largest circulations in the
 best city and county in North Carolina.

YOU can buy space in the Charlotte NEWS at
 reasonable rates. It carries more advertise-
 ing than any other North Carolina daily.

SPACE for sale in every issue of **FACTS AND**
FICTION at 30c. per line. Circulation 75,000
 monthly. It pulls results that pay. **FACTS**
AND FICTION, Chicago.

NEWSPAPER FOR SALE—**WHITWRIGHT SUN**,
 only paper in one of the best towns in Texas.
 May be bought for \$3,600 cash. Splendid equip-
 ment, fine field, no competition. **SUN PUB. CO.,**
 Whitewright, Tex.

CALENDARS.

MOST artistic line of advertising calendars
 ever offered. Write for price list.
BASSETT & RUTPHIN,
 45 Beekman St., New York City.

FOLLOW-UP SYSTEMS.

PRINTED matter telling all about them free
THE SHAW-WALKER CO., Muskegon, Mich.

PREMIUMS.

MURAT HALSTEAD'S books have had remark-
 able sales. Over 6,000,000 sold in 6 years.
 Demand steadily increasing. We have published
 10 different books by this author. Best of premiums
 for newspapers and wholesalers. Satisfac-
 tory prices. **THE DOMINION CO., Dept. D, Chicago.**

RELIABLE goods are trade builders. Thou-
 sands of suggestive premiums suitable for
 publishers and others from the foremost makers
 and wholesale dealers in jewelry and kindred
 lines. 500-page list price illustrated catalogue,
 published annually, 51st issue now ready; free.
S. F. MYERS CO., 48-50-52 Maiden Lane, N. Y.

LYON & HEALY'S NEW PREMIUM CATA-
LOGUE now ready contains musical instru-
 ments of all descriptions, including a special
 cheap talking machine. \$30,000 worth of
 our mandolins and guitars used in a single year by
 one firm for premiums. Write for this catalogue to
PREMIUM CLERK, Lyon & Healy, 199 Wabash
Ave., Chicago.

ADVERTISING NOVELTIES.

ADVERTISING NOVELTIES that guarantee
 results. Liberal package 10 cents. **THE**
KELLOGG MFG. CO., X 229 Broadway, New York.

WE make advertising novelties suited to your
 business and no one else's—individual.
 Useful—to keep and not to throw away. Not
 necessarily expensive. Dictate an inquiry to us
 now. **KADECKE MFG. CO., Chicago.**

ADVERTISERS, to make your business grow,
 advertise with the **TRIFLET**. The most
 useful and durable article ever used for adver-
 tising purposes. A gift your customers will keep
 and appreciate. Sample and particulars, 10 cents.
G. P. COATES CO., Uncasville, Conn.

FIRMS of every kind wishing to advertise their
 business will find cards, size of Government
 envelope, printed with advertising matter, and
 mounted on them "Color Barometer," pretty
 and popular. Barometer consists of picture of
 child, with dress of Nainsook, which changes to
 blue, pink, or violet, for bright, cloudy or rainy
 weather when exposed to the air. Twenty-four
 thousand ordered for one Philadelphia firm, 4,000
 from another Philadelphia firm, 17,000 for one in
 Texas, etc., since August of this year. Names of
 firms as reference. Samples and prices furnished
 on application. Address "ADVERTISING BAR-
 OMETER," care Printers' Ink.

TRADE JOURNALS.

HARDWARE DEALERS' MAGAZINE.
 Sample copy 10 cents, New York City.

MAILING MACHINES.

THE DICK MATCHLESS MAILER, lightest and
 quickest. Price \$12. **F. J. VALENTINE,**
 Mfr., 178 Vermont St., Buffalo, N. Y.

MAILING MACHINES—No type used in the
 Wallace Stencil Addressing Machines, which
 address wrappers, envelopes, etc., at the rate of
 100 per minute. A card index system of address-
 ing, a great saving of time and money, used by
 Printers' Ink, Butterick Pub. Co., Cosmopolitan
 Mag., Leslie's Mag., the Ellis Co., A. D. Porter
 Co., Comfort, Augusta, Me.; Cushman Couple,
 Boston, Mass.; W. B. Conkey Co., Home Life
 Pub. Co., Chicago; Press Pub. Co., Lincoln,
 Neb., and scores of others throughout the
 country; write us for terms and circulars.
WALLACE & CO., 20 Murray St., N. Y. City.

EXCHANGE.

EXCHANGE what you don't want for some-
 thing you do. If you have mail order names,
 stock cuts or something similar, and want to ex-
 change them for others, put an advertisement in
PRINTERS' INK. There are probably many per-
 sons among the readers of this paper with whom
 you can effect a speedy and advantageous ex-
 change. The price for such advertisements is
 25 cents per line each insertion. Send along your
 advertisement.

ILLUSTRATORS AND ILLUSTRATIONS

H. SENIOR & CO., Wood Engravers, 10 Spruce
 St., New York. Service good and prompt.

COIN CARDS.

\$3 PER 1,000. Less for more; any printer.
THE COIN WRAPPER CO., Detroit, Mich.

MIDGET COIN CARDS. Best yet. 5,000 printed,
 at \$1.45 per M. Sample package 4c. **THE**
KELLOGG MFG. CO., X 229 Broadway, New York.

BOOKS.

DEPARTMENT STORE DIRECTORY.
 \$1 postpaid. 253 Broadway, New York.

FAST-SELLING books for mail trade. List free.
NATIONAL INSTITUTE, Glen Echo, Cal.

SUPPLIES.

W. D. WILSON PRINTING INK CO., Limited,
 of 17 Spruce St., New York, sell more mag-
 azine cut inks than any other ink house in the
 trade.
 Special prices to cash buyers.

MISCELLANEOUS.

YOU can get a fac-simile reproduction of the
 Declaration of Independence by sending
 20 cents stamps to Lock Box 1,000, Hawley, Min-
 nesota. Will attract more attention than a
 thousand-dollar painting.

SPECIAL WRITING.

NOT stilted, not too formal—have a personal
 note. That's the kind of circular letters I
 write. **ROSS D. BRENSER, Keith Bldg., Phila.**

ADDRESSES AND ADDRESSING.

400 FARMERS' names, 25c. All just copied
 from rural mail boxes. Heads of fami-
 lies only. **F. S. HOLLIS, Swanton, Ohio.**

MAILING LIST of Somersworth; over 1,000
 names, corrected to Nov. 4, 1902. Price \$1.
J. W. DUFNEY, Somersworth, N. H.

NEWSPAPER METALS.

GOOD in ALL WAYS and ALWAYS GOOD—
 Blotchford linotype, monotype, stereotype
 and electrolyte metals. If you haven't our
 "Metal Lore Supplement," better write for it
 now. **E. W. BLATCHFORD & CO., 54-70 N. Clia-**
ton St., Chicago.—A Tower of Strength.

BONDS AND CERTIFICATES.

The best and the cheapest Bonds and Certificates. Write for samples and prices. KING, 106 WILLIAM ST., NEW YORK.

ADVERTISING MEDIA.

25 CENTS per inch per day; display advertising, flat rates. ENTERPRISE, Brockton, Mass.
40 WORDS, 5 times, 25 cents. DAILY ENTERPRISE, Brockton, Mass. Circulation 8,000.
POPULATION, city of Brockton, Mass., 40,063. The Brockton ENTERPRISE covers the city.
ADVERTISER'S GUIDE, New Market, N. J. A postal card request will bring sample copy.
35 WORDS, one month, 35c., classified column. Circulation 75,000. FACTS AND FICTION, 234 Dearborn St., Chicago.

ANY person advertising in PRINTERS' INK to the amount of \$10 or more is entitled to receive the paper for one year.

WHOLESALESMEN and RETAILERS' REVIEW, San Francisco, covers wine, beer and spirit trade of entire West and Orient. It creates a demand. Write for rates.

TOWN TALK, Ashland, Oregon, has a guaranteed circulation of 3,500 copies each issue. Both other Ashland papers are rated at less than 1,000 by the American Newspaper Directory.

ONLY 50c. per line for each insertion in entire list of 100 country papers, located mostly in New York, New Jersey and Pennsylvania. UNION PRINTING CO., 15 Vandewater St., N. Y.

THE YOUNGSTOWN, O., VINDICATOR, leading newspaper in Eastern Ohio. Daily, Sunday and weekly. Circulation statements and rates for space of LA COSTE & MAXWELL, Nassau Beckman Bldg., N. Y. City.

\$10 WILL pay for a five-line advertisement four weeks in 100 Illinois or Wisconsin weekly newspapers. CHICAGO NEWSPAPER UNION, 10 Spruce St., New York. Catalogue on application. 100,000 circulation weekly.

50,000 GUARANTEED circulation, 15 cents a line. That's what the PATHFINDER offers the advertiser the first Saturday every month. Patronized by all leading mail-order firms. If you are advertising and do not know of the PATHFINDER, you are missing something good. Ask for sample and rates. THE PATHFINDER, Washington, D. C.

THE NATIONAL FARMER AND STOCK GROWER is a high-class monthly farm paper with a strong leaning toward live stock raising. It reaches the best agricultural constituency and has the largest circulation in its class. Guaranteed circulation 100,000 copies each edition. For advertising rates address any up-to-date building, or the publisher, PHILIP B. HALE, 416 Granite Building, St. Louis, Mo.

PRINTERS.

IF you are not satisfied where you are, try us. We do all kinds of book and newspaper printing promptly and satisfactorily. UNION PRINTING CO., 15 Vandewater St., New York.

A SMALL SPACE WELL USED. How often you hear somebody say: "Now there's a small space well used. It stands right out of the paper."

The bold typographical arrangement caught the eye and made that small ad stand out more prominently than one twice its size, but not so well displayed.

One of the things we particularly pride ourselves on, is this ability for setting advertisements that are bound to be seen, no matter what position they occupy in the paper. Your local printer probably has not the equipment for doing this that we have, probably he doesn't know how as well as we do.

We furnish electrotypes too, if you like. This is only one of the things we do for advertisers—the printing of catalogues, booklets, circulars are some of the other things. We make them stand out of the crowd too.

PRINTERS' INK PRESS,

10 Spruce St., New York.

HALF-TONES.

NEWSPAPER half-tone is a good tonic to hustle a sluggish circulation. Try some. STANDARD PHARMACEUTICAL, 61 Ann St., New York.

ADVERTISEMENT CONSTRUCTORS.

A. B. MERRITT, writer and printer of advertising, Grand Rapids, Mich.

ADV'TG for your business is my specialty. JED SCARBORO, 557A Halsey St., Brooklyn.

EDWIN SANFORD KARNS, writer and promoter of profitable publicity, 571 East Forty-third St., Chicago.

IPUT PULL in my ads—write, design, suggest, edit. WILLIAM H. BESAOK, 804 Barnett Avenue, Kansas City, Kan.

HENRY FERRIS, His [H] work, 918-920 Drexel Building, Philadelphia. Ad-writer, designer, adviser.

BANKERS and retailers should write on business paper for samples and prices, illustrated advertisements. ART LEAGUE, New York.

UP-TO-DATE ads that attract attention are the kind that pays. Try mine for results. H. J. ELLSWORTH, Ad-writer and Designer, Buffalo, New York.

THE MISSES HOFFMAN, 1200 Woman's Temple, Chicago, Ill. Advertising designers, writers and illustrators. Insurance, telephone, savings bank ads special.

TOLD a man once I'd prepare a booklet for him he'd be proud to issue. Said that didn't matter—wanted one that would sell goods. Later: "Booklet received. It far surpasses my expectations." Still later: "My booklet is bringing orders every day." I'll send samples of my work if you want them. BENJAMIN SHERBOW, Advertiser, 1019-1021 Market St., Philadelphia.

ADWRITERS and designers should use this column to increase their business. The price is only 25 cents a line, being the cheapest of any medium published considering circulation and influence. A number of the most successful advertisers have won fame and fortune through persistent use of this column. They began small and kept at it. You may do likewise. Address orders, PRINTERS' INK, 10 Spruce St., New York.

MAIL ORDER ADVERTISING.—Because a man can write the usual run of commercial matter it does not imply that he can write successful mail order advertising. That requires a special training. Mr. Katz has increased the business of many old-established mail order firms, has created mail order departments for others, and has saved many a beginner the rough experience that usually befall him when he experiments. EUGENE KATZ, Boyce Bldg., Chicago.

T'IS FRIGHTFULLY COSTLY!! For a man in any business or profession whatsoever, to be FORGOTTEN and this is what makes oblivion come so very, very "high." The man who is REMEMBERED by a buyer about to place an order is the man who gets that ORDER every time, whereas the man who is FORGOTTEN don't. I make a specialty of building little memory joggings "things" of various kinds that when persistently used insure their promulgator against being so EXPENSIVELY FORGOTTEN. Many of these "little things" of my "get" slip into the regular 6 1/2 envelopes and into most "heads" from No. 7 upwards and say in small space quite as much as need be said to a busy man, with his thirst for "hot-air" and "padding" under perfect control. I'm always glad to send samples of my "doings" to those whose communications suggest possible business, and who know too much to use a postal card when asking that they be sent.

REMEMBER THIS, MY BRETHREN!! You cannot "refresh" a buying memory too often—if done discreetly.

My "doings" include catalogues, booklets, price lists, folders, circulars, mailing cards and slips, circular letters in series, newspaper, magazine and trade journal advertisements; in short, commercial literature in all of its many possibilities.

My work includes writing up the subject matter for all such things, from notes furnished me—often from very meager ones.

FRANCIS I. MAULE, No. 61, 400 Sansom Street, Philadelphia.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

Issued every Wednesday. Ten cents a copy. Subscription price, five dollars a year, in advance. Six dollars a hundred. No back numbers.

Being printed from plates, it is always possible to issue a new edition of five hundred copies for \$30, or a larger number at the same rate.

Publishers desiring to subscribe for *PRINTERS' INK* for the benefit of advc. patrons may, on application, obtain special confidential terms.

If any person who has not paid for it is receiving *PRINTERS' INK* it is because some one has subscribed in his name. Every paper is stopped at the expiration of the time paid for.

ADVERTISING RATES:

Classified advertisements 25 cents a line: six words to the line; pearl measure; display 50 cents a line; 15 lines to the inch. \$100 a page. Special position twenty-five per cent additional, if granted; discount, five per cent for cash with order.

OFFICES: NO. 10 SPRUCE ST.

London Agent, F. W. Sears, 50-52 Ludgate Hill, E.C.

NEW YORK, FEB. 4, 1903.

It is a wise doctor who knows when not to give medicine. An important part of an advertising man's business is to know what to leave out.

THE Semple's White Company, New York, fills an extremely fetching little brochure with arguments for "Semple's White," a moist water color for artists and illustrators. The description is clear, concise and technically convincing, while the typographical dress is admirable.

THE Ayer agency, Philadelphia, issues what is called a "fifty-foot calendar"—that is, one with figures readable at this distance. It is particularly suited for large offices, and has become so popular that a charge of twenty-five cents is being made for the remaining copies. It is accompanied by a neat booklet of the "compliments of the season" variety.

To advertise his business as a sign painter, Mr. C. J. Olcott, of Tacoma, Wash., uses column reading notices in the dailies of his home city. A specimen as clipped from the Tacoma *Evening News* enters into the philosophy of modern business signs and dwells upon the contrast between the dusty, dirty, dingy affair and the fresh signboard of unique and suitable design. The points made are excellent, and Mr. Olcott, who writes his own matter, has a terse, convincing style. This form of publicity has brought him excellent results.

THE Delaware Registration and Trust Company, 141 Broadway, New York, advertises its department of corporation management in a neat folder. This company provides secretaries for corporations, keeps stock and transfer books in legal form, provides offices for stockholders' and directors' meetings, prepares and files tax reports and exercises a general supervision over interests intrusted to it.

At a meeting of the Merchants' Association in Honolulu recently, Passenger Agent F. C. Smith, of the Oahu Railroad, called attention to the need for advertising that will attract tourists to the Hawaiian Islands, according to the *Hawaiian Star*. The people of the United States offer the best field for such advertising, and need to be informed about the Islands by means of magazine space and literature. He recommends co-operation with American railroads to secure distribution of literature, with a personal representative at San Francisco and a first-class exhibit at the St. Louis Exposition. One of the best methods of railroad and tourist advertising, in Mr. Smith's opinion, is that of mailing fine literature to names in blue books, taking every city that has such a volume.

THE National Association of Retail Druggists is endeavoring to suppress cut rate drug stores and maintain prices on proprietary remedies. With a view to aiding the association in this work several large proprietary manufacturing houses have subscribed \$1,000 each to a fund with which a bureau of information will be established. The movement, according to the *New England Druggist*, began with an offer from Major H. L. Kramer, of "Cascarets," to be one of ten to donate such a sum, and has been supported with similar subscriptions from Horlick's Food Company, Parke, Davis & Co., Peruna Drug Co., Dr. Kilmer & Co., Brent Good, Paris Medicine Co., National Cash Register Co., Charles H. Fletcher, Dr. Pierce and the Lydia E. Pinkham Co.

A MAN may think he knows a good deal about advertising but when he begins to advertise he knows that he doesn't know as much as he thought he knew.

"OUTING's Inning" is a neat folder based upon the fact that "There is a point in the career of every successful magazine when it begins to 'do things.'" *Outing* has reached that point, and is being improved in many ways. During the past year this monthly's net advertising earnings were nearly fifty per cent more than for 1901.

THE Christian Finance Association, 76 Cortlandt street, New York, makes many unique devices for collecting money in churches, supplementing them with attractive plans and methods of raising mortgages and lifting other church debts. Its general method is described in a neat booklet, illustrated and bound in a silver-bronzed cover, with the title, "Silver Linings Fitted to All Debt Clouds." More detailed information concerning the novelties themselves would doubtless have made this brochure better advertising.

JULIAN RALPH, the well-known correspondent and writer, who recently came to New York to establish a press bureau for the St. Louis Exposition, died at his home in West Seventy-sixth street on January 19 after a sickness of some weeks. Mr. Ralph was born in 1853 and began his career as a newspaper man at the case, setting type at the age of thirteen. At fifteen he was a reporter, and a year later he became part publisher of a weekly paper. His work eventually attracted the attention of Charles A. Dana, and he was connected with the *New York Sun* until 1895, when he went to London as correspondent of the *New York Journal*, was war correspondent for the *London Daily Mail* in South Africa, and returned to the United States a year ago with health weakened. Besides a great deal of very notable newspaper writing he had done work for the magazines and was the author of a half dozen novels and books of travel.

THE Supreme Court of Minnesota says a man is supposed to live up to his advertisements. In the case of M. C. Rettner against the Minnesota Cold Storage Co., it appeared that the defendant advertised that a "uniform and even temperature" was maintained in his warehouse. Plaintiff stored a lot of celery, and notified defendant that temperature was too high, thus escaping "contributory negligence" and recovered \$380 when the celery spoiled. The Court held that the plaintiff had a right to rely on the guarantee contained in the advertisement.

THE vaults of the National Safe Deposit Company, New York, are fully described and illustrated in a brochure which is more notable for its arguments than its mechanical dress. One very forceful argument deals with the steam protection device on this concern's strong boxes. Above the door of the vaults is a pipe connected with the great boilers in the engine room of the Mutual Life Insurance Building. In emergency a full head of steam can instantly be turned on, night or day, summer or winter, turning the room into a steam chest in which no human being can live a minute.

Profitable Advertising is to have a retail edition, the first issue of which will appear April 1. The object is to treat store management, salesmanship, retail adwriting and similar topics independently, and to help clerks, adwriters and small merchants. Cash prizes of \$500 are offered for the best retail ads submitted by March 1, the first prize being \$250, the second \$100 and the third \$50, with a fourth of \$25, and eighth to sixteenth of \$10 and \$5 each. Each contestant must send a dollar for a subscription, and while no contestant may submit more than five ads, he is left to his own judgment as to size and line of goods treated. Manuscripts must be typewritten, and no illustrations are required, as only the text will be considered. The ad that is most strikingly arranged will entitle its maker to a scholarship in any advertising school he may nominate.

HERE is a modest poster from Chicago: "Chicago *American* editorials make you think. They are world movers." "Cascarets" appeared directly below this announcement on one board.

THE Ralston Health Shoe, made in Brockton, Mass., is advertised in a fine little booklet which shows styles, describes the shoes from a hygienic standpoint and gives some sensible advice upon the care of footgear—tells what should be done with wet shoes, what dressings are most likely to make shoes wear well and lays stress upon the importance of shoe trees for footgear not being worn.

THE Banning Advertising Co., Chicago, is sending out a series of attractive booklets to manufacturers. No. 2 is entitled "The Maker," and shows convincingly that the consumer is the natural point of attack for every manufacturer, and that well-directed general advertising to the people who finally buy one's goods will bring many times the results that accrue where the "trade" is drummed along old-fashioned lines.

NOVELTIES have the greatest value as tokens to give customers after making a sale, especially where the aggregate is several dollars or more, as in clothing, hats, shoes and so forth. Whether the ad upon a corkscrew, pocket memo book or other trinket is remembered does not enter into the equation. A kindly feeling obtains at the moment when the novelty is "thrown in," and the customer remembers that store as a place where he got something over and above the bargain. To the average man the purchase of a suit of clothes is an annual or semi-annual event. So with hats, shoes, gowns and other articles of wear. When the merchant treats it as an event, and goes to a little expense to help celebrate, the fact is remembered, even though the actual ad is forgotten next day. This is the true use of the advertising novelty, and perhaps the only use that can be found for most of them.

"JUST AS GOOD" is usually synonymous with "considerably worse."

THOMAS A. EDISON, having entered his signature as a trademark for electrical and scientific goods, now sues the Thomas A. Edison, Jr., Chemical Company, of New York, to restrain the use of his eldest son's signature, which, it is alleged, appears upon the company's products and in its advertising, and is made the means of fraud.

THE customary method of dealing with the substitution and imitation questions is to threaten the dealer and consumer. This fosters antagonism and not good-will. Instead of saying, "Everybody is warned to keep off the grass," it might pay to try saying, "You are invited to help drive the snakes out of the park."

"LEADING NEWSPAPERS," a handbook for advertisers, compiled by the editor of PRINTERS' INK, is now ready for delivery. Every advertiser and every student of an advertising school should add this book to his working outfit. It's a handsome volume, substantially bound in green cloth and gold, pocket-size, and will be sent postpaid upon receipt of one dollar. Seven separate chapters give breezily written information that is valuable to every advertiser and necessary to know for everyone who intends to make a living by writing and placing advertising matter.

It is the most natural thing in the world for men to ask the reason for things. They have a right to know the reason why they should prefer the goods of one person to the goods of another person.

"O. K." is the brief title of a large folder from the Barta Press Boston, outlining the method by which a high-grade booklet was planned, prepared and printed for an exacting customer who set this seal of approval upon the result. The matter is interesting, while the printing—well, the printing is by the Barta Press, of Boston.

THERE is a very likely medium for advertising in the letter-writing contingent of the newspapers, if one can arouse it and set it to discussing his own goods or some fool question relating to them. The advertising manager of the Standard Dictionary has just succeeded in turning this trick, and has a most promising discussion running in the New York *Sun*. A card now appearing on surface and elevated lines bears eight or ten sentences that are supposed to contain errors of grammar or construction or spelling, and the reader is asked to correct them. The *Sun's* correspondents maintain that one of these sentences, "I have an alapaca coat," is correct, and used merely as a trap for the unlettered. Some of them take this view, at least, while others hold that there is no such word as "alapaca." Stormonth gives "alpaca," a word coming from the ancient Peruvian, and doubtless that is the right one. The battle wages hot, however, and is conducted with vigor and the usual denseness of the newspaper letter-writer. Doubtless it maketh glad the heart of the Standard Dictionary man. While such publicity is suited to certain lines of goods, it is not always possible to set a discussion a-going. Artemus Ward tried it once with a misquotation from Shakespeare, but though the line, "Ay, that's the rub," has been printed millions of times, nobody has taken the trouble to rise and point out that Shakespeare wrote, "Ay, there's the rub."

ONE of the busiest advertising agencies in New York is the Frank Presbrey Company, at 12 John street. Saving the factor of discourtesy, Mr. Presbrey offers as many peculiar problems to an interviewer as the dread Mr. Morgan himself. From time to time there appear in the outer world sumptuous booklets bearing the Presbrey imprint, and occasionally one hears that this agency is making and placing some such distinctive line of magazine publicity as the recent picture ads for Smith & Wesson arms, drawn by Frederic Remington and Dan Smith. Until the following list of Mr. Presbrey's customers came his way, however, the Little Schoolmaster had no real conception of the extent of the business that is done in the John street offices. In point of number of successful advertisers represented, as well as solid business interests, perhaps this is the best list of customers that can be shown by any advertising agency in the world. Simply as pure reading matter it is interesting:

Steamships—North German Lloyd, Hamburg-American, Compagnie Generale Transatlantique, United Fruit Company's Lines, Dominion Line of Boston, Atlantic Transport, Old Dominion Steamship Co., Savannah Line, Oceanic Steamship Co., New York & Porto Rico Steamship Co., Munson Line, Ward Line, Clyde Line, Cleveland & Buffalo Transit Co., Raymond & Whitcomb Tours. Railroads—Erie, Chesapeake & Ohio, Seaboard Air Line, Central Vermont, Delaware & Hudson, Midland Railway of England, Southern Railway. Hotels—United States Hotel, Saratoga, N. Y.; Virginia Hot Springs, Pinehurst, N. C.; Hotels Chamberlin and Hygeia, Old Point Comfort, Va.; Hathaway Inn, Deal Beach, N. J. Miscellaneous—Gorham silver, W. & J. Sloane, Studebaker carriages, White sewing machines, Travelers' Insurance Co., Standard Sanitary Co.'s enameled baths, Smith & Wesson revolvers, Crossett shoe, Mason & Hamlin pianos and organs, Angelus piano player, Nestle's food, Briarcliffe dairy farms, Wallace silverware, Mauser silver, Columbia phonographs, Regina music boxes, U. S. Long Distance Automobile Co., Daimler motors, Hartford rubber tires, Wm. A. Mears & Co., bankers; Smith Premier typewriters, Elliott & Hatch book typewriters, American typewriters, C. B. corset, Pommery champagne, Goulet champagne, Dewar's whiskey, Canadian Club whiskey, Miles Standish ginger ale, White's Angustura bitters, Kremette, High Point lace curtains, Passaic Woolen Mills, Ingersoll matches, Harris safety fire escapes, Bassett chinaware, Shamrock linens, Brown & Sons' silks, Norfolk & New Brunswick Hosiery Co., Selchow & Righter (toys), A'sberg, Moritz & Co. (children's clothing), E. W. Newcomb (photo expert).

SARDANAPALUS desired as his epitaph the words: "Eat, drink and be merry; everything else is nothing." Not the epitaph, but the motive principle of every advertiser should be, "Returns, returns, returns," everything else is nothing.

MR. GEORGE C. SELLNER, proprietor of the Manila *Times*, the pioneer daily of the Philippines, at the time of a recent call, assured PRINTERS' INK that there is a future in Manila for American products; that his newspaper enterprise is paying its way handsomely, and that American proprietary goods already find a place on the shelves of the merchants of Manila.

THE Dennison Quarterly for January is the usual handsomely arranged and printed booklet familiar to dealers who handle the Dennison Manufacturing Company's well-known stationer's specialties. According to Mr. Geo. H. Morgan, who manages this concern's advertising at the Cincinnati office, the little round label on Dennison tags has appeared in its capacity as an imprint more times than any other name on any product. For more than half a century a constant stream of shipping tags has emerged from the company's plants, each bearing the neat round imprint, until it has become a sort of finishing touch looked for on all shipping tags. The foundations of the Dennison Manufacturing Company were laid nearly sixty years ago at Brunswick, Maine, Aaron L. Dennison, then a young man, making a few experimental paper boxes as a means of support. By the close of the year the product amounted to \$3,000, and the new enterprise employed ten persons. Five years later the control of the business passed to E. W. Dennison, a brother, the founder devoting his energies to the invention of interchangeable parts in watches and laying the principles upon which American watches are made at present. To-day the company has a large factory at South Framingham, Mass., salesrooms in the leading cities and a combined force of 2,000 people.

A GREAT deal of care and attention to detail went to the making of a booklet sent out by the Metropolitan Hotel Company, of Madison, Wis. This corporation owns the largest hostelry in Madison, and wishes to increase its capital stock. To interest the stock-buying public the booklet was prepared. It not only gives most complete descriptions of the property, with statistics of its earning capacity, but goes into the advantages of Madison and the State of Wisconsin as an exceptional locality for hotel business. The half-tone views of the house and city are worth preservation for their own sake. The printing, by Cantwell, of Madison, is admirable. Two other pieces of advertising literature from his establishment show equal taste and painstaking—a catalogue and a booklet for the Northern Electrical Manufacturing Company, of Madison, showing motors and equipment by means of fine halftones and concise description.

THE following paragraph, which was originally published in PRINTERS' INK more than a year ago, has been steadily going the rounds of the trade press ever since. Now it has been credited to one publication, and again to another, but it seems to have found a very wide appreciation. Some time since the Little Schoolmaster clipped it from the *Inland Printer*, which credited it to the *Music Trades Review* and characterized it as "a little nugget of wisdom." Certainly its popularity entitles it to re-publication. Perhaps it is really a nugget of wisdom after all:

The failure of a trial advertisement has set more business men against advertising than any other factor in publicity. This is a pity when the indefiniteness of a trial advertisement is considered. A trial advertisement represents low water mark—absolute bottom. It is not decisive. It has no more value as evidence than a first meeting with an individual who afterward becomes your friend. Of all the advertisements in a long campaign it is worst, though it is written by an adept. If it is written by a novice in advertising that novice will never write a weaker one. It is like the first discord struck out of the piano by a beginner. If a student becomes disgusted with such an initial effort he will never get farther, and if a merchant abandons his advertising intentions because the first advertisement was unremunerative, he will never get farther. The first attempt of anything is valuable only as an educator.

AN advertisement should be earnest. There should be no possible chance of mistaking its meaning. Earnestness is the key to the door of conviction. The earnest speaker is always effective, and the advertiser who writes in the faith that he has something good to offer, is sure to win trade.

Park's Floral Magazine, perhaps the oldest floral paper in the United States, heretofore issued from Libonia, Pa., was beginning with the issue of January, 1903, published at Lapark, Lancaster County, Pa. Equipped with new presses, and an entirely new plant, the publishers will be able to issue the paper earlier and also mail it faster than before.

WHILE persistent revision of "copy" is beneficial to the beginner, there is a point at which he should cease to tinker with words and put his whole story onto paper as quickly as possible, depending upon his earnestness and enthusiasm to carry weight rather than upon a nicety in language. Too persistent revision is almost always fatal to the effect of a fresh, sincerely written advertisement, and should be practised only until a certain readiness of writing is acquired. The great French author, Flaubert, was in the habit of chalking sentences from his work upon a large blackboard, sitting and regarding them for a day at a time, studying ways of substituting words to make his meaning more colorful. Some of his manuscripts were revised continually for more than five years, and it is said that several pages in "Madame Bovary" became so interlined, criss-crossed and hen-tracked with alterations that the great stylist eventually forgot how to read them himself. This story is usually told in connection with that of John Stuart Mill, who revised a chapter in his "Principles of Political Economy" until it became so intricate that he forgot what it meant! Such extreme methods are not needed in ad writing, however, for ads are written for the moment, for readers who cannot take time to untangle intricacies and who do not read ads for their beauties of style.

A practical way to increase business.

A store does not hesitate to put in stock goods that are advertised to women, because there is a demand for them.

This demand may best be created by appealing to the buying public through *The Delineator*, *The Designer* and *New Idea Woman's Magazine*. Your announcement reaches over one million, one hundred thousand homes every month in these magazines, which are sold in over 13,000 stores. The results come from the readers of *The Delineator*, *Designer* and *New Idea Woman's Magazines* who buy the advertised goods, and from the buyer in these stores who examines the columns of these magazines and responds to the demands of his customers you create for him by this advertising.

Details of the best way to promote your business will be furnished on request.

John Adams Thayer, Director Dept. of Advertising, 17 West Thirteenth Street, New York.

Thomas Balmer, Western Manager, 200 Monroe Street, Chicago.

IN writing advertisements it is well to remember that man has a large element of selfishness in his makeup. That appeal is strongest which persuades the reader that it is addressed to him and that it will be to his personal benefit to follow its counsel.

Class Advertising is the newest PRINTERS' INK baby, published by Frank B. White, Monon Building, Chicago. At first glance this name appears to be somewhat aristocratic, but the sub-title explains that it is to be devoted to advertising for the class of papers that reach rural people. Rural people are chiefly agriculturists, hence the new monthly is to deal with agricultural advertising. Special numbers will deal with various divisions of this large field of publicity. The January issue will treat mail-order advertising, while each month during 1903 there will be issues devoted to the advertising of incubators, poultry, dairy supplies, live stock, horticultural supplies, seeds, fairs and expositions, farm machinery, vehicles, farm specialties, with a harvest number in August. The first issue contains thirty-two pages, and is creditably printed and edited.

EVERMORE and ceaselessly the advertising solicitor dwells upon the fact that his medium goes to people of education, has its largest circulation among the professional classes, and is welcomed in homes of culture and refinement. And so it does, and is, usually, if it be any kind of an advertising medium at all. But along with this class of circulation the very best medium is certain to find people who write inquiries like the one below, recently received by the Equitable Life Assurance Society. Every advertiser knows them, and those most familiar with inquiries and inquirers are often of the opinion that such letters contain everything desirable save grammar and orthography.

K.—C.—

Dear sir I seen in colliers weekly how much will it be for one year \$1,000. Endowment for the age a man 38 years old—rite and send all the perticlers.

(Signed) M. K.

ADVERTISING is not the engine which runs the machinery of business, but it is, in large part, the fuel supply of that engine.

THE annual banquet of the Agate Club, Chicago, held January 22d, was attended by over 250 advertisers and publishers. The principal address of the evening was by former Postmaster-General Smith who took for his subject "The Greatest of National Advertisements." He cited instances in which the United States had used her influence with the Powers. We stand for moral right, magnanimity, justice among nations, said Mr. Smith, and the righteous influence of our position makes itself felt throughout the world.

ANY retailer who spends as much as a hundred dollars a year for advertising space can read PRINTERS' INK to advantage. Every retailer should read it. Those who already do, are loud in praise about the help and advice they get from the Little Schoolmaster. The retailer who reads PRINTERS' INK is the intelligent tradesman who knows what he is in business for. He is the progressive man who wants to get ahead. PRINTERS' INK helps him to do it. It tells him how others get ahead from small beginnings and by the use of that modern force: Advertising. There are about 400,000 retail merchants in this country and Canada. The retail merchants are the pillars of the wholesale trade. The intelligent retailer is, the more goods he will sell in the course of a year. Wholesalers should get PRINTERS' INK in the hands of their retailers. Publishers of local papers everywhere should call the attention of retail merchants to a publication like PRINTERS' INK. It is the missionary advertising solicitor for all newspapers and prepares the field for further patronage. Publishers who are smart enough to see the truth of this statement are requested to send in names of retailers in their community who might be interested in PRINTERS' INK. Sample copies will be mailed to such names free of charge.

EDWARD W. Bok's editorial in the February number of the *Ladies' Home Journal* is entitled "The Magazine with a Million." Besides emphasizing the fact that that publication has circulated a million copies for the last few issues, and that each of these is paid for, he gives the following interesting facts concerning that circulation:

Of the million paid edition, about 600,000 copies go to regular subscribers, while some 400,000 copies are sold to the Central News Company, which, through its branches, supplies the stores and news-stands where the magazine is sold. These copies sold to the news company are non-returnable. The last census tells us that we have in the United States seventy millions of people. Deducting all children, all the poor, all the illiterate and irresponsible, there remain about twenty-five millions of people to whom such a periodical as the *Journal* can appeal, or who can afford to buy it. Each copy is, on the average, read by seven persons during its life. We found this out by picking at random one hundred subscribers on our list and asking them to tell us how many different persons read their particular copy. The answers showed an average of seven. Allowing for mistakes we have always figured on five as a safely conservative estimate. Thus, with twenty-five millions of people possible of becoming interested in the magazine, we reach the figure that one out of every five persons met with in every part of the United States is either a subscriber or a reader of the *Ladies' Home Journal*—not an uninteresting fact. The accuracy of this figuring has been proven by selecting at random five women in different cities, and inquiring of them if they were buyers or readers of the *Journal*, and the lowest was two of every five women approached. In some instances it was five out of five! The average was three, so that of every five women met anywhere in the United States it would seem as if three were either subscribers, buyers or readers. The distribution of such a circulation is astonishingly equal, so far as the different parts of the United States are concerned. No section can fairly be said to be stronger than another. In proportion to its population, California has now the largest number of subscribers and readers of any State in the Union. The city showing the largest circulation, proportionate to its population, is Wichita, Kansas. Of the larger cities, San Francisco takes the lead. The largest number of copies sold in any single place is at the Boston Terminal Station, where 5,200 copies are disposed of each month. The *Journal* has regular readers and subscribers in almost every known clime. Of the fifty-four civilized nations on the globe the *Journal* goes into forty-eight. In England and in some of the other large European countries the magazine circulates by the hundreds of copies. The only ruling Queen is a subscriber to this magazine. In the far-off countries and principalities, the circulation of the magazine gener-

ally represents the American missionaries, who want some home-reading link, or the magazine is introduced by them to English-speaking families there. World-travelers have found the *Journal* in homes on the Steppes of Siberia and in Franz Josef Land. To the Congo Free State, in Western Central Africa, and to the farthestmost points in South Africa, the magazine goes, not in ones or twos, but in numbers. The list of subscribers in Africa is, alone, astounding. To Brazil go scores of copies; likewise to Burma and Bulgaria. To China and Japan the copies mount far into the three figures. To such countries as France, Italy and Germany the magazine goes in bulk. To the Fiji Islands, Finland, Russian Poland, the far-away islands in the Indian Ocean, the New Hebrides, Persia—to each the *Journal* goes regularly. To the Soudan, the Society Islands, Siam, Sicily, it goes in numbers. To Norway and Sweden go a small army of copies. To the Straits Settlements, to Tasmania, to Turkey in Asia, into the Holy Land, copies go every month. To every part of the West Indies, whether Dutch, British, Portuguese or Spanish, it goes in bundles. And so the magazine goes round the world.

THE New York *Telegram* has invented a new kind of newspaper prize contest, and offers a gold watch to the domestic servant who has been longest with his or her present employer. The competition began in Jamaica, where there is a servant who has been continuously with one family for seventy-four years. In the *Telegram's* competition the competitors must have been with one employer at least twenty years to be eligible, and upon the suggestion of a reader a silver watch is to be given as a prize to the servant who can show the longest service, but whose term was begun in slavery.

THE successful farmer finds work to do in winter as well as in spring and summer. There are fences to be repaired, outhouses to be put in order, the cattle, horses and hogs to be cared for, and a thousand-and-one odds and ends of things to be kept in order. His work endures through the three hundred and sixty-five days of the year. So it is with the advertiser. The field in which he works shows something to be done and results to be reaped every month, and every day of every month of the year. When advertising is curtailed business languishes; when it is stopped, business is moribund.

ADVERTISING is an acknowledged necessity in the commercial world of to-day.

"FAMILIAR as household words." This should be the slogan of the advertiser. He should make familiar his name, or certain of his wares, so that they shall be upon the tongues of the children, even. Most of the striking successes in advertising have come through driving into the thought and expression of the people some striking word or phrase used to designate the article exploited.

A LUSTY wail from 140 Nassau street, New York, proclaims the birth of another PRINTERS' INK baby, christened the *Counseller*. Its sponsor, one Clarence P. Day, as yet but little known to advertising fame, announces that it will be heard from quarterly until it shall have become strong enough to walk alone, when it will rise to the dignity of a monthly. It bears all the ear marks of a house organ intended to exploit the ability of C. P. Day, A. C. (Advertising Counsellor) as an adwriter, but its ostensible purpose is "to extend a hand both to the advertiser and the publisher, and to uplift, with their co-operation, the low average of trade advertising" in which commendable effort PRINTERS' INK wishes it well.

SOME commendable advertising is being done for maple syrup and honey by the firm of Hildreth & Segelken, 265 Greenwich street, New York. During the past few months folders and mailing cards have been used to explain the difference between the pure and adulterated varieties of these products, the literature being sent to consumers with a view to securing direct trade, and stress being put upon the average grocer's inattention to these articles of food. The latest piece of literature is a forceful folder offering trial quantities of these dainties with especial reference to the buckwheat season. A convincing fac-simile typewritten letter accompanies it. All matter used in this campaign is prepared by Edmund Bartlett, 150 Nassau street, New York.

SOME newspaper publishers are united in the faith that advertising is a supreme necessity to success in every business upon earth—except their own.

A NEW YORK *Times* folder contains the following:

The volume of financial advertising in the New York *Times* for the year 1902 exceeded that of every other New York morning newspaper. The New York *Times*, 536,985 agate lines; second morning newspaper, 468,373; third morning newspaper, 300,889; fourth morning newspaper, 294,219; fifth morning newspaper, 267,878; sixth morning newspaper, 218,158; seventh morning newspaper, 116,693. The New York *Times* excludes all objectionable financial advertisements. Seventeen hundred and five (1,705) corporations and firms made their financial announcements in the New York *Times* in 1902.

THE firm of Brooks Brothers, Broadway and Twenty-second street, has never used space in newspapers, but depends upon small booklets containing information that will be useful to the class of people who buy furnishings. These little booklets are sent out with the monthly statements, usually, except where designed to go to a special class, as was a recent pocket volume entitled "The Motor Book," which gave tables of distances, routes, automobile laws and similar information. The latest brochure made for the firm by the Cheltenham Press is a vest-pocket list of cab fares and distances in New York City, reckoned from the firm's store, together with the regulations applying to public vehicles. The matter in this booklet was compiled at considerable expense and trouble, as all distances were verified by the city surveyor and the mayor's marshal, and can be taken into court if need be. Among the brochures used during the past year have been "Don't Forget," a detailed list of articles of men's wear needed for every formal or informal affair; "Aptitudes," a compilation of quotations from authors to accompany Christmas gifts; "Social Fixtures," a list of important events in New York and vicinity; "The Little Things," a folder of suggestions for the holidays, and a dainty miniature catalogue, photo-reduced from the firm's large volume.

The management of every live newspaper wishes to increase business — daily — weekly — monthly. It must chiefly be gained through an increase in advertising. Advertising is a peculiar proposition to new or prospective converts. It's a force and a tool and can work destruction as well as success. An advertiser must be systematically developed. First his mind must be prepared, the field cleared, and then comes the practical, tangible proposition. PRINTERS' INK, the Little Schoolmaster in the Art of Advertising, is the pioneer force to make—first, converts to advertising, then to show the young advertiser the way to success. The missionary work of PRINTERS' INK is as unique as it is successful. It works silently and surely on mind and intellect, especially on the latter. The newspapers of the United States can point to no other single factor that has done so much to enhance and develop their advertising.

Mr. Publisher—put the Little Schoolmaster into the hands of a limited number of business men whom you believe to be desirable and capable to become your advertising patrons and watch the development. Thus—and in conjunction with your staff solicitors—you will gain a headway which would otherwise take time and money quite out of proportion to achievements. To cultivate your home field there is no better help than the Little Schoolmaster—he links his readers to your paper every time they take up PRINTERS' INK.

The publishers of PRINTERS' INK are willing to bargain with a few newspapers of the highest grade to send a specified number of PRINTERS' INK subscriptions and allow them to be paid for by an advertisement of PRINTERS' INK to be inserted in the paper interested. Any one interested should specify how many subscriptions are wanted and inclose his latest rate card. Address

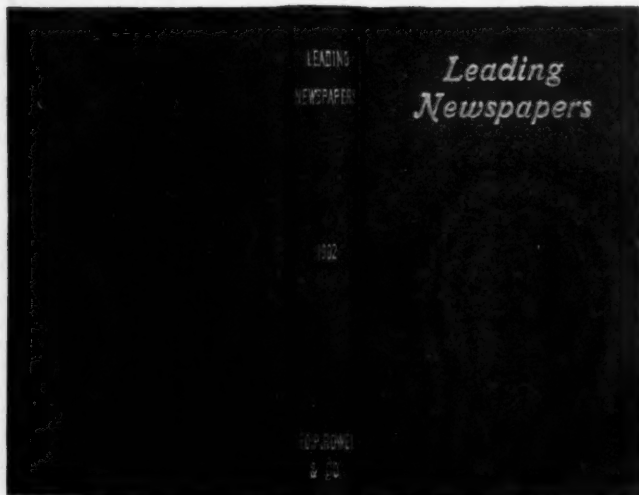
PRINTERS' INK, No. 10 Spruce St., New York.

A HANDBOOK OF LEADING PUBLICATIONS.

A large book, the American Newspaper Directory. And a complex book. No matter how carefully and conscientiously its editor may work, there is bound to be a margin for errors. Its information comes from thousands upon thousands of separate sources, and some of those who furnish data are ingenious in devising ways to mislead the Directory's editor. Even where information is furnished according to every require-

kindly suggestions considered, but the book still contains hidden wealth. Furthermore, there is the factor of price. The Directory is not a cheap book. It is beyond the means of some who could use it, while others who are able to pay ten dollars do not really need so elaborate a book for the work they have in hand. It contains an enormous amount of material that is not needed and is therefore obstructive.

After the last issue of the American Newspaper Directory was published in October the editor of PRINTERS' INK cast about for a



(ONE-HALF ACTUAL SIZE.)

ment there is possibility of error or misstatement. Each new issue is more complete and authoritative than its predecessor, but each new issue also fails of absolute accuracy. Errors creep in despite of vigilance, and it has long been recognized that such difficulties are inseparable from the making of so formidable a book.

The Directory for October, 1902, contains 1,377 pages. Every device known to the indexer has been utilized to give ready access to information, much thought given to ways of improving the reference features, and many kindly and un-

way of putting its more vital information at the disposal of advertisers. As a result, seven articles were prepared and published in PRINTERS' INK, dealing with the leading periodicals in all fields. These articles were compiled with two purposes in view. First—to give advertisers concise, reliable lists of publications most in their fields—the cream as it were, and, according to the Directory ratings, the ones that advertisers should consider first. Second—to attract the attention of publishers to the Directory's work and afford opportunities for the correction of errors

—by bringing those same errors into conspicuous notice. These articles attracted wide attention in PRINTERS' INK, and still more when they were printed separately in pamphlet form and widely distributed. Nothing in the history of the Directory has aroused so much comment. Suggestions and alleged corrections were received, nor were criticisms wanting, of the adverse sort. Some were witty, others Billingsgate. More than anything else these articles appeared to impress publishers with the advantages of an accurate circulation rating in the Directory. The

State in the Union, with separate lists of those in the large cities. The leaders in every field are given impartially, whether they enjoy figure ratings in the Directory or not, but the list is largely made up of papers with figure ratings.

Sunday Papers of Largest Circulation is a list, arranged by States, of all Sunday papers that are believed to print regularly so many as 10,000 copies. There are 133 of them, and the greater number enjoy figure ratings.

The Religious Press gives a list of the representative journals of some twenty-five denominations,

by saving the price that would be demanded for papers that cannot be reasonably expected to produce a return adequate to the cost of using them. The list of papers named in this little volume is sufficiently large to exhaust almost any advertising appropriation. A page in the *Ladies' Home Journal* for twelve months at \$4,000 will be worth at least twice as much as an equal space bought for as many times in any other combination of monthly periodicals that can be secured at the same cost. A similar state of facts would apply to advertising in the *Chicago Daily News*. It is to aid advertisers in selecting the best, and thereby avoid using those that are less desirable, that this compilation of newspaper names has been undertaken. It will be noted that a good many class papers of comparatively small size are named in the pages that follow. These the general advertiser will not wish to use, nor will the manager recommend them to him. They are of special service only to the special classes to which they specially appeal.

New York, December, 1904.

WHAT IS CIRCULATION?

In this book the circulation of a paper is taken to be its average issue for a full year preceding a designated date preceding by some weeks the date of publication of the issue of the American Newspaper Directory from which the circulation figures are taken.

At the convention of the Association of American Advertisers, held on January 30th and 31st, 1903, at Delmonico's, New York City, the vice-president offered the following resolution, which was passed unanimously:

It is the sense of this convention that the best expedient and the standard claimed by the publishers of the American Newspaper Directory, during the thirty-four years of its existence, have been available to advertisers. Although their definition of circulation is the number of copies printed, and not the more exclusive and satisfactory definition recognized by this convention, which requires a knowledge of the net paid circulation and its distribution, still it is believed that this Directory more than any other has kept before advertisers the fact that a correct knowledge of circulation is essential to the successful advertiser.

(ONE-HALF ACTUAL SIZE.)

seven articles, carefully revised, are now published in a small cloth bound book of 204 pages entitled "Leading Newspapers."

The Greatest Circulations gives a complete list of all newspapers, class journals, magazines and periodicals whatsoever that are believed to issue regularly so many as 75,000 copies. This list shows 146 publications, of which 30 are dailies, 14 Sunday papers, 26 weeklies, 72 monthlies, 3 semi-monthlies and 1 tri-weekly.

Leading Newspapers Considered by States is a list of daily, Sunday and weekly papers for each

also undenominational religious papers (by far the most important) as well as juvenile publications like the *Youth's Companion*. The religious press is an important factor in the publishing world, for the Directory classifies more than 1,000 journals in this department—half as many again as all the Sunday papers, and nearly twice as many as are devoted to agriculture.

Agriculture, the Household and Kindred Subjects is the title of the fifth article, and the best of 700 publications are classified according to subject and geographical location. This list embraces every-

thing connected with agriculture, as well as mail order journals and women's publications like the *Ladies' Home Journal*.

Foreign Newspapers in the United States represents a sifting of nearly 1,200 periodicals in twenty-six foreign tongues, arranged according to geographical location so far as German, Swedish and the more important languages are concerned. This article also lists Afro-American publications.

Class and Trade Papers is the final article, but one of the most vital in the book, as is evident when it is stated that the Directory enumerates more than 300 separate headings, while the index of the publications themselves occupies more than 100 pages of closely set type, only a single line being devoted to each journal. More than 100 various fields are covered, ranging through the arts, industries, professions and pastimes of mankind. Commerce, banking, insurance, transportation, manufactures, sports, fraternal societies, education, medicine, science, literature, art, politics, building, electricity, engineering, the army and navy, the drama and many other departments are fully covered.

"Leading Newspapers" is a prodigiously compact and valuable little book. It contains information of an entirely new sort, and not only "fills a long-felt want," but many of them. Each chapter is preceded by a clear little essay upon the publications that it treats, while the index of publications at the back enables one to come at its information readily. While the American Newspaper Directory has been closely adhered to in the compilation, the chief effort has been to list the best periodicals impartially, whether rated by figures or letters. It is, first and foremost, a compilation of "Leading Newspapers." It can be carried in one's pocket. It is a solid little book made for hard service, and gives data that has never before been arranged in this form or so handily. The editor of PRINTERS' INK is very proud of "Leading Newspapers," and ventures to predict that it will become a valuable advertiser's handbook. The papers it fails to name the general

advertiser will do well to keep out of. It is the intention to issue a new edition immediately after the publication of a new edition of the Directory. Small advertisers will find it of the first importance as a handbook of American periodicals, and large advertisers will use it in connection with the Directory. It contains the gold found in the bottom of the pan when the earth and sand have been washed away. Students of advertising everywhere, whether taking courses in the advertising schools or connected with a practical advertising department, have never seen any reference volume that will give so clear a knowledge of mediums in so small a space. Every business library ought to contain a copy. The price has been put "within the reach of all," and is one dollar, postpaid.

GOOD NEWS FOR "YE EDITOR."

There are more persons who read the newspapers of small circulation than those who read the metropolitan dailies, and in certain directions the influence of the former is more potent. The great daily aims to give a summary of the news of the world, and is perforce debarred from the smaller details of everyday life. It is the country newspaper which fills up this gap with news and gossip that is often more eagerly read than an account of a European political broil. Those things, as a rule, most interest a person which are nearest to him. The man who would not read an account of the biggest prize fight in the country is apt to get excited over a dog fight in front of his own door. A fifty-dollar fire in his own street is more interesting than a million dollar fire in San Francisco. It is this principle on which the most successful country newspapers are run. There are a number in this State which have achieved a high reputation and made fortunes for their owners which never print a line of telegraphic matter from one year's end to the other. It is common to say that the day of the small newspaper is over. It has only begun. There are perhaps 15,000 of them in this country, and that they succeed is because they fill a want that cannot possibly be met otherwise.—*Joseph M. Rogers, in the Philadelphia Inquirer's Baby.*

GRAMMAR.

Governor Butler, of Vermont, was once corrected in his grammar in a flippant manner by a very young man who had more grammar than common sense at his command.

Said the Governor, "You heard what I said, didn't you?"

"O yes," said the young man.

"And you knew what I meant?"

"O certainly," was the reply.

"Well, young man, that is grammar."

—*Business Problems.*

MR. HEARST'S NEWSPAPERS.

No large advertiser can fail to be interested in the following account of the distribution of Mr. Hearst's publications, which is reprinted from *Ainslee's Magazine*, where it has some of the ear marks of an advertisement. It is inserted here as pure reading matter—for the insertion of which nothing is ever paid to PRINTERS' INK—because it tells a story that is to the advantage of every American advertiser to be familiar with. It might be expressed in better chosen words and in fewer; but on the whole it tells a wonderful story in an interesting way and, without any doubt whatever, every statement it contains is susceptible of proof.

Between twilight Saturday and the dawn of Sunday morning, fifty-two times a year, there is a work of distribution of a single publication carried on in America which, in the immensity of the undertaking, can be likened to nothing else in the world. The mobilization of a vast army, with its divisions sweeping from the corner of Texas to Montreal, and transversely from Vancouver to Key West, might furnish an apt similitude, except that instead of being a gathering into a central point, this is a scattering to all conceivable points of the compass. It is an actual covering of the whole of the United States with one day's newspaper, exerting the same influence in social and business matters in Maine that it does in Michigan, interesting people in the self-same matters at the same moment in Boston and in Seattle.

Eighty-nine trains tearing along through the night at the same time, covering the map of the country as completely as a shower of meteors covers the sky, their whistles screeching for the crossroads and awakening country agents to gather up bundles of Sunday newspapers as the cars sweep by in clouds of dust, begin the work of distribution. How many other trains take up the work at remote points early Sunday morning, multiplying their connections with still others while the day is young, it would be impossible to compute without reference to the route books of all the express companies in the United States. It is not unusual to find publications of the same nature at widely diverging points throughout the country. The same books—the same magazines eventually reach out over the continent, and are found of more or less interest according to the literary tastes of the thousands of communities. But there is this one instance alone of a day's newspaper fresh from the presses and full of the nervous energy of the present moment which holds the attention of every man, woman and child, reaching all quarters of the continent during the day that the news is current.

On week days the three Hearst newspapers, the New York *American* and *Journal*, Hearst's Chicago *American* and the San Francisco *Examiner*, constitute three distinct entities. In their three cities of publication they are universally known for their wide circulations and the amount of business carried in their advertising columns, viewing them from a business standpoint. As newspapers they stand for themselves, each sufficient to itself, and yet all three occupying places on a national plane peculiar

to these papers. On Sunday, however, while each paper in its news and editorial columns retains its individuality, the three are merged into one vast, continent-wide publication through the means of the feature stories which go to make up the Magazine Department of the Sunday issue. The Magazine Supplement, which has done more to popularize the Sunday newspaper of to-day than any other agent is the same in the three Hearst Sunday papers, and it has become known in the advertising world as "The Hearst Trio." This idea of unifying the three Hearst papers on Sunday went into effect with the founding of the Chicago *American*, something over two years ago. It was some months later when the subject of admitting advertising to the columns of the Magazine Supplement was first considered. With the very first issues of the Hearst Trio the circulation was just a little under 1,000,000—while the Chicago *American* was still in swaddling clothes, and had not yet overtaken and passed its strongest rivals. Then it jumped to an even million copies every Sunday, and about a year ago had reached the startling circulation of over 1,100,000.

It became a matter of press capacity and organization of circulation facilities, for the demand for the Sunday Hearst papers, stimulated largely by the acknowledged excellence of the Magazine feature, grew beyond the possibility to supply it. There came Sundays when it was impossible to supply the demand by over 200,000 copies. There was no such thing as locality with the Hearst Trio. It became at once the true, typical, all-American Sunday newspaper, as wide in its scope as the sweep of the States—so far beyond the attempts or even dreams of other publishers that there was nothing with which to compare it. Sunday by Sunday it has grown, until now the constant circulation of the Hearst Trio remains a million and a quarter copies only because the lack of press facilities prevents the supplying of a larger number of papers printed in color. It has been necessary to order from the Hoe factory, in addition to a battery of presses already far beyond anything ever before built, four new presses, each capable of printing the Magazine section of the Hearst Trio in colors at the rate of 48,000 sixteen-page papers an hour. These are known as express presses, and are not only the largest, but the fastest presses ever built in any country. They weigh more than a hundred tons each. A somewhat adequate idea of this circulation may be derived from the statement that the

Hearst Trio consumes every week, for the Sunday paper, considerably in excess of 1,000,000 pounds of paper. If a quarter-page advertisement in the Magazine section could be clipped out of the entire issue of the Hearst Trio, the actual weight of the paper on which the advertisement is printed would be found to be in excess of one ton.

The influence of such a publication, reaching every section of the whole United States, on the same day—and that day Sunday—is apparent. That there is so great a demand for the Hearst Trio, without reference to locality, shows that the American spirit is exactly the same in all sections of the country at the same moment. There is no other influence, no other agency on the face of the globe that can, within twenty-four hours, cover such a territory or reach such a vast concourse of people. It did not take a long time for many advertisers to realize the value of such an advertising medium. It could not be classed with the ordinary Sunday papers. Its possibilities were seen to be far beyond those of any monthly or weekly periodical published. There were three points of distribution—the three great centers of population, as against one point of distribution for all periodicals, whose outlying circulations are reached along after the circulation near the central point of distribution is covered. To figure on an advertising rate for such a circulation was a problem which vexed the cleverest advertising managers in the country. No newspaper had ever achieved such a circulation anywhere else in the world. No magazine has ever built up such a circulation. One periodical whose circulation most nearly approaches it has a basic advertising rate of six dollars a line. Such a rate was judged excessive, as it was determined to base the rate on the actual power of producing returns and not on the willingness of a limited number of advertisers to insert advertising at a high price for the mere profitless distinction of purchasing space which others cannot afford to purchase. The rate was finally fixed at one dollar and fifty cents a line, which is at the rate of twelve hundredths of one cent for one line for each thousand of circulation—the cheapest advertising known. As to the efficiency of this advertising, it may be mentioned that one advertisement printed last Easter has produced up to one month ago eight thousand replies. It will be admitted by those versed in America's advertising media that it would require the most attractive sort of an advertisement in at least ten of the best Sunday newspapers in the country, and in at least five of the most widely circulated magazines, to produce anything like this number of returns. Another advertiser, whose contract calls for the weekly insertion of his advertisement—and he advertises one article exclusively—averages one thousand five hundred replies every week. The article is, of course, meritorious, but the same advertisement in a number of other media of national reputation has not produced proportionate returns for the outlay.

"Have they bought the Sunday American?"

"Is the Examiner here?"

"Don't forget the Sunday Journal!"

Every home in the Middle, Eastern and Western States is familiar with one of these three expressions. The Sunday newspaper has grown to be far the most important newspaper of the week, because it occupies the attention of the household on the most important day of the week. It is a day of thoughtful reckoning as well as a day of rest. Almost unconsciously the successes and failures of the former week are gone over, and the plans of the week to come considered. On that day the family council has full sway. The earnings of the week are yet untouched on Sunday morning, and a feeling of comfort pervades the household. The receptive conditions exist then for the careful reading of an advertisement and a quick response as they do at no other time. The children with the comic section of the Sunday paper; the head of the family with the news section; the young women with the society and theatrical features, and, more important still, the artistic magazine section—all with the alert consciousness that each portion of the paper is fresh and new with the day—these are the things which give value to the advertising which is expressed in dollars and cents. No magazine is read with the same thoroughness or with half the interest, and no other advertising medium can produce the results so surely or so quickly. At the same time the Magazine section of the Hearst Trio must be kept weeks after its publication in tens of thousands of households, inasmuch as the results from the advertising continue for two, three and even six months after publication. They come, too, from every country on the globe, in addition to States and Territories. Two advertisers in New York City are authority for the statement that they have received returns from advertising in the Hearst Trio from every civilized country in the world.

How quickly the Hearst Trio can give national and even international character to publicity is well illustrated in the present reputation of the "Katzenjammer Kids," "Happy Hooligan," "Foxy Grandpa," and "Alphonse and Gaston." No other publication in the world ever gave such quick or wide prominence to any feature, and that in the best and most exclusive households, as well as among the masses. With the advertising rate in the Hearst Trio lower for an agate line than it is in any of the standard magazines with one-half or one-third its circulation, it is not wonderful that its advertising patronage has increased one hundred per cent in the past twelve months, and is at the present moment increasing more rapidly than ever. There is not an advertiser in any magazine who would not increase his proportion of returns by using the Hearst Trio, and a full realization of this truth is spreading with that rapidity which has characterized the development of all the Hearst newspaper properties.

It is a huge proposition—so large as to stand positively apart from everything else in the advertising as in the publishing field. It is difficult for one not as well versed in the publishing and

circulation of newspapers and magazines to comprehend it. The dashing of the Hearst newspaper wagons along the streets of the cities, between the press rooms and the railroad stations, becomes bewildering. In New York alone it requires the occupancy of eleven buildings to produce the first link of the Hearst Trio. One of the press rooms is an arch of the great Brooklyn Bridge. During Saturday night there are forty-seven trains leaving the various railroad stations in New York carrying the *American* and *Journal*. The railroad activity, in connection with the Hearst Trio, begins with a Pennsylvania train leaving Jersey City at six o'clock Saturday evening. The last train at the New York end is a New Haven train leaving at one minute after six o'clock Sunday morning. One of the forty-seven trains is Train No. 8 on the New York & New Haven Road, the heaviest newspaper train in the world. At one time it ran thirteen solid cars of newspapers only in one section. It now runs in two sections, seven cars in the first for Boston, via the Shore Line, at 1.30 a. m., and five cars in the second, for Boston via Springfield, leaving at 2.35 a. m. These two sections carry forty-one men, whose sole work is to handle the papers.

At three o'clock Sunday morning there is a solid six-car special train out on the New York Central for Albany and the West, the New York *American* and *Journal* being sold on the streets of Buffalo early in the day. Train No. 77, on the Pennsylvania, is another special mail and newspaper train, leaving at ten minutes after two o'clock in the morning. For several years it consisted of one car. With the advent of the New York *American* and *Journal* it was increased until now it has six cars. It carries the *American* and *Journal* to Trenton, Philadelphia, Baltimore, Washington and the South. Earlier in the evening special *American* and *Journal* cars leave on the Philadelphia & Reading for Reading, Pottsville and all points in the anthracite region; on the New York Central, on the West Shore for Syracuse and connections, and special service on another Pennsylvania train for Norfolk, Newport News and points on the Virginia and North Carolina. Before the special train leaves on the New Haven Road for Boston and New England points ten tons of the Eastern end of the Hearst Trio go by another train, to catch an exclusive *American* and *Journal* train from Boston to Portland, Maine—a distance of one hundred and fifteen miles. This train covers the circulation east of Lowell, Mass. Another special run every Sunday morning, exclusively for the *American* and *Journal*, leaves Boston for Concord, N. H.

The whole of New England is covered by the Hearst Trio circulation as it is by no paper or periodical published within New England. Its circulation through this section is far in excess of that of any Boston Sunday paper. It covers the city of Boston itself almost as thoroughly as any Boston newspaper. It covers the city of Philadelphia almost as well as any Philadelphia newspaper. Its circulation in the country surrounding both cities is greater than that

of any paper published in either city. Aside from the trains mentioned out of New York, there is special service on trains on the Erie, Lackawanna, Ontario & Western, Susquehanna, Long Island, Harlem, Central of New Jersey and Long Branch roads. On Sunday morning the circulations of the New York *American* and *Journal* and the Chicago *American* meet at Buffalo. From 5.45 Saturday evening the activity rushes along between the *American* press rooms and the Chicago depots. The Lake Shore trains carry the circulation eastward at 7.30 p. m. and 2.55 a. m., hurrying along to meet the New York Central trains, leaving New York at about the same time. The thirty-five trains, carrying heavy shipments from the East, leave over the Lake Shore, the Michigan Central, the Fort Wayne, Panhandle, Grand Trunk, B. & O. and Big Four—reaching a sweep of territory, in time for Sunday reading, extending from Indianapolis to Cincinnati, Columbus, Cleveland and Detroit. The Western journey is begun over the Burlington, the Northwestern, the Rock Island and the Santa Fe. Trains hurry southward over the Illinois Central, the Eastern Illinois and the Wabash, reaching Louisville and Nashville, and even as far South as Meridian, Miss., in time for Sunday reading. For the North and the great Northwest, trains leave over the Chicago, Milwaukee and St. Paul, the Wisconsin Central and the Great Western. The territory covered, and thoroughly covered, includes Illinois, Indiana, Ohio, Wisconsin, Michigan, Iowa, Texas, Kansas, Colorado, and the neighboring portions of Canada.

The Chicago *American* stands with reference to Milwaukee, Detroit, Indianapolis, and even Omaha, in the same commanding position occupied by the New York *American* and *Journal* with reference to Boston and Philadelphia. The pre-eminence of the Sunday *Examiner*, in San Francisco, extends all the way up and down the Pacific Coast, and as far east as Ogden and Denver. Three hours after the first trains leaving New York, laden with the Sunday *American* and *Journal*, have pulled out of the stations, the *Examiner* wagons are backing up in the railway stations of San Francisco. The early Northern Pacific train starts for the stretch of coast to the northward, taking in Seattle and Portland. The Central Pacific and Union Pacific trains start to the eastward, carrying the western link of the Hearst Trio across the eastern portion of California and into adjoining States. The Santa Fe and the Southern Pacific whirl off to the south, bound for Southern California, Arizona and Mexico. When it is remembered that these eighty-nine trains are in motion all within the same twenty-four hours, it may afford a better understanding of the statement that the continent is bridged completely by the Hearst Trio—that advertisers are reaching the whole country in the compass of one day's newspaper. The rate in the Hearst Trio will be increased to \$2 per agate line commencing March 1, 1903. Contracts made before that date will carry the old rate of \$1.50 per line for one year.

I love my love with an "F"

Always bright and entertaining, full of helpful hints and profitable suggestions, **PRINTERS' INK** gives a course of instruction no advertiser can afford to neglect.—*Edward Fitzgerald, Pensacola, Fla.*

If you spend anything in advertising **PRINTERS' INK** will enable you to spend it wisely.

Do you write good advertisements? If not—subscribe for **PRINTERS' INK**, it will teach you how.—*W. J. Fischer, Quincy, Ill.*

Many successful merchants and advertising men attribute their success, in a large degree, to the study of **PRINTERS' INK**. Its teaching puts new life into a business, inspires courage, and insures success.—*G. H. Fowler, Knoxville, Pa.*

Many a man is an advertiser because he feels it his duty, yet goes at it in a heartless, inconsistent way, and so spoils the effect of his good intentions. For the man who doesn't know all about advertising and is willing to learn **PRINTERS' INK** is the periodical he needs.—*W. R. Forker, Coffeyville, Kas.*

Some of the largest advertisers in the country say the journal **PRINTERS' INK** taught them how to advertise and achieve success. It gives you suggestive ideas so you can make your advertising original and catchy. It gives interviews with prominent advertisers, showing the advertising methods they used and are using. It reprints the best articles from other journals—separates the wheat from the chaff.—*John A. Fackler, Grantville, Pa.*

PRINTERS' INK is primarily a journal for advertisers and covers that field as no other publication does. If you have not yet learned the value of publicity, **PRINTERS' INK** teaches it. If you know the value of keeping your business before the public and don't know how best to do it, **PRINTERS' INK** teaches you. But the technical phases of advertising are not all of its exploits. It continually prints interviews and articles from the foremost authorities, also items of minor detail that expand thought along all lines of business progress.—*J. E. Finlay, Brewton, Ala.*

The best way to get effective knowledge on any subject is to go to those who are competent to impart the knowledge you want and on the knowledge of advertising, no one is more competent, more practical, nor vigorous than **PRINTERS' INK**, the splendid advertising journal that has been rightly dubbed the Little Schoolmaster in the art of advertising. It gives the experience of practical advertisers. Each issue is filled with notes, hints, samples and criticisms that cannot help but be of use to every who has something for sale whether he or she be retailer, wholesaler, manufacturer, miner, farmer or other business man.—*Richard Feeney, Ballston Spa, N. Y.*

PRINTERS' INK tells how A. succeeded and why B. failed. The value of these weekly talks cannot be estimated. Then there is the Department of Ready-Made Advertisements, which devotes two or three pages every second or third week to the reproduction of model advertisements, ideas for window cards, circulars and other suggestions that any young man can adopt for his own business. Can you conceive of any plan more practical to those seeking real help? **PRINTERS' INK** comes to you in small, convenient size. It is printed in good, plain, easy-to-read type. Most advertising journals fail to be practical because their editors are experienced only in one or two branches of advertising, or none at all. This point is not made to belittle the others, but rather to encourage young men to subscribe to **PRINTERS' INK** simply and solely because it covers a wider field and affords more real practical every-day advertising knowledge.—*Arthur D. Ferris, New York City.*

Advertising means more than the mere insertion of an advertisement in a newspaper or periodical. It means the use of any of the many methods man has invented to attract the favorable attention of his fellow men to those services or wares he has to sell. The better the advertising the greater the sales. Bright young men in almost any line of business could greatly increase their efficiency and, incidentally, their incomes if they would acquire a working knowledge of "how to advertise." It would make them more valuable to their employers—the surest road to quick promotion. The question is: how to get this knowledge? There is a paper called **PRINTERS' INK** that has taught so many people how to advertise that it has come to be known as the Little Schoolmaster in the art of advertising. It numbers among its pupils the most successful advertisers in America and Great Britain. Business men subscribe to it for their employees in addition to reading it from cover to cover each week themselves. **PRINTERS' INK** considers advertising from a practical standpoint and every article is brief, meaty and full of business sense and inspiration. If you will read the little weekly called **PRINTERS' INK** you will learn almost everything anybody can teach you about advertising. People who know about advertising write about it in **PRINTERS' INK**. They tell you what you want to know—why this advertiser succeeded—why that one failed. Every young man interested in advertising ought to get **PRINTERS' INK** and read it carefully each week. It is full of facts that will help him.—*Wm. E. Foster, Boston, Mass.*

PRINTERS' INK is the father of advertising journals, a schoolmaster in the art. It is read by thousands of advertisers and advertisement writers.

If your advertising has not paid you, it can be made to pay you and you can best do this by subscribing to **PRINTERS' INK**. It treats every phase of advertising from the standpoint of the advertiser. It discusses the value of space and the right price to pay for it and how to prepare copy. Every form

of business publicity is treated, from the fence poster to newspaper advertising. It will help you to increase the force of your advertising and to put new life into it. Advertising is a bait placed where buyers can see it. Thus far anybody can do advertising, but the secret is not in hanging out the bait, but knowing how to prepare the bait which when seen will attract and catch buyers. PRINTERS' INK has proved helpful in this work to thousands. It treats advertising as an art or science worthy the best thought, in fact as a business of itself. It does not treat it as an intricate problem beyond the ken of the average business man, but in a way that any ordinary man may be greatly helped by reading it. It furnishes the prescription which cures the lame, blind, halt and dyspeptic style of advertising, oftentimes indulged in. It helps over hard places. Shows the man who has not made his ads effective, what is the matter with them.

PRINTERS' INK should be read by every man in business who seeks to increase his trade by publicity. This paper which appears in magazine form weekly, and contains from sixty to eighty pages each issue, has for years stood first among the journals devoted to the art or science of advertising. Every advertiser needs a journal which treats of advertising, that vital adjunct to business, in an authoritative manner. A professional man cannot in this day climb to the top of the ladder without keeping posted through a journal devoted to his calling. A physician might have graduated with highest honors, but if he has not been a reader of a medical journal which records the advance thought he is a back number. It is equally true that the advertiser cannot get the most out of his advertising without consulting PRINTERS' INK. PRINTERS' INK treats of every form of business publicity, from the fence poster to newspaper advertising. The hundreds who record their opinions in its columns during a year are past masters in the art of advertising in the eyes of others, but from their own point of view still in the primer class, so great are the possibilities they foresee in the advertising field, which have not yet been developed. The big advertiser needs PRINTERS' INK, but the little fellow needs it also.—S. P. Foster, Elmer, N. J.

100,000 AND 200,000.

Office of
"THE CHICAGO TRIBUNE."

CHICAGO, Jan. 22, 1903.

Geo. P. Rowell & Co.:

The circulation of the Chicago Sunday Tribune is considerably over 200,000 Sunday and in fact it has not averaged below this figure for the last two or three years and this year is about 14,000 better than any previous year. The daily Tribune averages over 100,000.

TRIBUNE COMPANY

Handwritten signature: H. Ashlin

THREE BALLS PUBLICITY.

WALTER'S

Pawn Office and Storage Warehouse,
N. W. Cor. Ridge Ave. and Vine St.

PHILADELPHIA, January 23, 1903.

Editor of PRINTERS' INK:

Being a reader for the last five years of PRINTERS' INK I would like to ask you which advertisement do you consider the best of the following, the same is to be used so the folks can talk about the same.

"When broke visit Uncle Sam Pawn Shop, 309 Market St."

"Remember Uncle Sam when broke—
Pawn Shop, 309 Market St."

Respectfully,

SAM ROSENBAUM.

Some of the bright pupils of PRINTERS' INK may have ideas about advertising that sort of business, and for the graduates of ad-schools the problem also affords an opportunity to sharpen their faculties.

AN AUTHOR'S TROUBLES.

PITTSBURG, Pa., Nov. 23, 1903.

Editor of PRINTERS' INK:

I desire to call your attention to the two advertisements marked on the inclosed paper, the one advertising the famous Hostetter's Stomach Bitters, of which I am the author, and the other advertising Ren-Car-Ta, but in which you will notice they have copied the former, word for word, and while of course my advertisements are not copyrighted, I think it very unfair to myself and the above company to have another advertiser use the same copy. I would therefore kindly request that you write a strong article against the above practice, and have same appear in your valuable publication next week, reproducing the advertisements on a small scale, as I think such an article would be very valuable to all other advertisers throughout the country.

Yours respectfully,

Handwritten signature: H. Ashlin

3426 Bates street.

It is not necessary to reproduce the two ads. They are about as Mr. Ashlin asserts, although the display is quite different. While one may have his own ideas about the practice above described, the Little Schoolmaster thinks that Mr. Ashlin takes himself too seriously. The writer has written hundreds of medical and professional ads and they were appropriated by an ad-syndicate and retailed throughout the country. After all Mr. Ashlin ought to feel flattered and later on he even finds that he isn't quite so original as he thought he was.

IN NORFOLK, VA.

NORFOLK, Va., Jan. 20, 1903.
 Editor of *American Newspaper Directory*:

As you know, the *Landmark* is not a newspaper that employs a circulation expert. We had one. We discharged him seventeen years ago. He was employed a few months, after his discharge here by the *Norfolk Virginian*. He is still with them.

The *Landmark* has not issued less than 6,000 papers an issue since 1896 and we have had a healthy growth ever since. We were never in a more prosperous condition, as our news and advertising columns show. I have often wished for about two weeks' time to go over carefully our books and get up a statement, buy about ten pages of your directory and show the people how badly you misrepresent some newspapers. What will be your rate on ten pages payable in advance, certified check? Please let us have a rate.

In the meantime either cut us out altogether or give us somewhere near a proper rating.

Yours very truly,
 THE NORFOLK LANDMARK,

H. M. Murray.

Business Manager.

The editor of the Directory says the circulation statement contained in the above letter will entitle the *Landmark* to a circulation rating in the Directory, expressed in words and figures, as follows:

In 1903, January, publisher asserts, no issue since 1896 has been less than 6,000.

This is in accordance with one of the rules, prepared for the guidance of the Directory editor, which reads as follows:

When a publisher is unable to give actual figures for each issue of his paper for a year past, but claims a higher rating than has been given in the Directory, if his assertion covers a period of an entire year, and is authenticated by date and signature, it secures a rating according to the facts stated in his report; provided he plainly states that no edition during the past year was less than (a specified number of) complete and perfect copies. It is a curious fact that most of the lying statements detected in the Directory are of this order. They are always open to suspicion.

The manager of the *Landmark* does not appear to have time to make out a definite circulation statement showing his average issue that he is willing to sign, and thereby secure an accurate rating in the Directory; but he seems to have longings for the luxury of devoting two weeks to the preparation of a statement of a sort that

is not wanted and to pay \$500 for its insertion when such as would convey the information an advertiser would like to have can be made up in a few hours and will not only be inserted free, but will gratify the Directory editor to get his hands on it.

As a farther illustration of the idea of exactness and good faith that prevails in this respectable but old fashioned newspaper office it is interesting to note that the paper apparently claims to print about 6,000 copies daily, but in a circular, inclosed with the letter printed above, space is given to the following statement:

Circulation—The *Landmark* has an audience of over 20,000 readers daily. It has a record of business prosperity from its inception—1873—to the present, unbroken by failure or a step backward. Its influence is felt all over Virginia and North Carolina.

CHOICE EVENING PAPERS.

NEW YORK, January 23, 1903.

Editor of PRINTERS' INK:

The addition of the *Minneapolis Journal* to my list gives me the representation of the largest and highest grade list of evening papers in the world. Every paper on the list is a one rate one condition paper: papers publishing sworn statements of their circulation and papers all of which have been investigated by the Association of American Advertisers. None of these papers resort to subterfuge of any kind to secure business. Very truly yours,

M. LEE STARKE.

DOES IT HIMSELF.

153 La Salle street.

CHICAGO, Jan. 22, 1903.

Editor of PRINTERS' INK:

Do you know who does the advertising for Marconi? The papers are full of articles about his wireless telegraphing and very seldom does anything appear about the DeForest Wireless Telegraph Co., who have an American invention very much superior, but the newspapers do not seem to know it according to our clippings. Yours truly,

UNITED STATES PRESS CLIPPING BUREAU,

Showise Treas.

MAGAZINES OFFER SOLID FOUNDATION.

I do not mean to say that newspapers do not have their place, nor that they are not in many cases able to do what the magazines cannot do, but those who use magazines build for all time; they lay a foundation and establish a reputation which can be built and established in no other way so solidly and at such small expense. To the magazines men and women go for information, diversion and mental recreation, and whatever is within their covers, whether literature or advertising, is regarded from a favorable point of view.—*Scribner's*.

IT OFTEN HAPPENS SO.

Office of
"THE DAILY NEWS."
FLINT, Mich., Jan. 29, 1903.
Messrs. Geo. P. Rowell & Co.:

We supposed we had mailed you in September last a sworn detailed statement of our circulation. But it seems such was not the case. We made out about a half dozen lists, and in looking over some papers in an old vest this



morning we found one statement properly attested that we had failed to send out. Inclosed find same. This shows circulation to Sept 1, 1902. We will within a few days (ten days or so) make out list from July to January. For a month or more past our circulation has been 4,000 and upwards.

W. A. Sullivan, Secy
Geo. P. Rowell & Co.,
Bos., Mass.

In the course of a year the editor of the American Newspaper Directory is certain to have complaints from numerous newspaper men who assert that a circulation statement was duly sent but failed to secure attention. These complaints have been so numerous that the Directory editor has, for years, urged publishers to register the letters which contain circulation reports. It is an interesting fact that no registered report has ever failed to be received and to get the attention to which it was entitled. Of course the circulation report that is hung up in the pocket of an

old waistcoat, or that is sent to the Pettingill, Dauchy, Ayer or Fuller Directory instead of to the American Newspaper Directory, can hardly be expected to have attention in the office of the last named.

IMPORTANCE OF INQUIRIES.

How many business concerns can boast of a uniform accuracy in answering inquiries, and a mailing department or a mailing clerk who can be depended upon to see that every letter that leaves the office contains the required inclosures? These things do not in themselves seem impossible, yet it would surprise most of our readers to know how careless in this regard the majority of business houses are. The writer had occasion to write to three different newspapers, asking for their rate cards and other information. The idea in mind was to place an advertising contract with each of the papers should their replies be satisfactory. One paper failed to answer the letter at all. The second paper wrote no letter in reply, simply inclosed an abominably constructed rate card, from which it was impossible to extract the information desired. From the third newspaper came a polite letter containing just the information that was asked for. The rate card inclosed was a model of clarity and neatness, and no time was wasted in arriving at the conclusion that this newspaper would be a profitable medium to enter. As the time was too short for further correspondence, no effort was made to draw out the first two papers further. The matter was dropped, after awarding a contract to the newspaper that supplied the desired information. It would not be too harsh to say that neither one of the first-mentioned concerns has any right to be in business at all. Certainly they cannot hope to survive in these days of system and progress, except by the intervention of a miracle, or a rich uncle. Every business man knows the bother and annoyance of sending for a catalogue, booklet, or price list, receiving a letter saying they are inclosed, but finding no trace of them whatever in his mail. Probably the mail was left to a sleepy office boy, instead of a responsible clerk. Perhaps it was the result of a dull-witted, fat-headed clerk who can be hired for a couple of dollars a week less than it costs to procure a bright, intelligent head to look after these matters. If you have a large business to watch over, sit down and think it out for yourself. Do you know of anything more important than that the correspondence from your office should go out with just the information that your correspondent—perhaps your future customer—desires? If a request reaches you for your catalogue, be sure that the catalogue goes forward without delay. If yours doesn't come with your letter, your competitor's will, and in all probability the inquirer will be added to his list of customers. Inquiries are the stuff that orders are made of. And orders are what we are in business for. Neglect the inquiry, and you might just as well neglect your orders. It amounts to the same thing in the long run, anyway.—*Business Problems.*

UNDER Colonel Harvey's management the *Metropolitan Magazine*, lately acquired by Harper & Brothers, will be wholly devoted to stories and articles dealing with New York City. This policy is based upon a belief that the whole American continent is vitally interested in the metropolis and its affairs, and that a monthly given up to them will find a wide sale. There is a growing demand for New York letters by dailies in other cities that seems to bear out this theory. Mr. J. K. Bangs is to be editor.

In the belief that "there is no quicker or surer index to current prosperity than the advertising pages of the great magazines," the *Review of Reviews* issues a folder showing advertising by pages in four leading monthlies for the five years from 1898 to 1902: *Review of Reviews*—1,046, 1,372, 1,258, 1,448, 1,495; *Century*—833, 1,018, 1,039, 1,001, 1,081; *Harper's*—912, 1,090, 1,145, 1,162, 1,354; *Scribner's*—887, 1,232, 1,206, 1,202, 1,301. These figures are exclusive of the advertising of the publishers themselves.

Displayed Advertisements.

50 cents a line; \$100 a page; 25 per cent extra for specified position—if granted.

Must be handed in one week in advance.

ADVERTISEMENT WRITING PRACTICALLY TAUGHT BY MAIL.

I give my personal attention to each student.

I teach the essentials, the vital principles, the things that count.

I teach each student about the things which he personally most needs to know.

I teach him not only to know, but to do.

I build him up methodically from the place where he is toward the place where he wants to get.

I charge only what he can afford. Write for particulars.

WOLSTAN DIXEY
ADVERTISING SPECIALIST,
156 FIFTH AVENUE, - NEW YORK.

CANADA.

CANADIAN ADVERTISING is best done by THE DESBARATS ADVERTISING AG'Y, Montreal.

WANTED.—Case of bad health that R.I.P.A.N'S will not benefit. Send 5 cents to Ripans Chemical Co., New York, for 10 samples and 1,000 testimonials.

New York Dramatic Mirror

121 W. 42d St., N. Y. Established 1879.

Reaches weekly every manager, actor, actress, theatrical employee and the great theatre loving public in every town having theatrical interests in the U.S. See the line of representative commercial advertisements now running in THE MIRROR. Rates and sample copies on request.

SIX AND A HALF MILLIONS of American goods were sold direct to merchants in **BRITISH COLUMBIA** in the year 1900, not including at least \$2,500,000 of American origin, purchased in Eastern Canada. Do you want a share of this trade?

The Colonist

Established in 1858.

VICTORIA, B. C.

"Covers the entire province."

SUBSCRIPTION RATES:

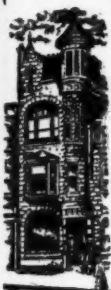
Daily (including Sunday),
\$6.00 per year.

Semi-Weekly, \$1.50 per year.

**The Colonist Printing and
Publishing Co., Ltd.,
VICTORIA, B. C.**

The
Observer
Hoboken N.J.
Circulation...
(Guaranteed)
20,000

Send For Circular



of an EXPERT'S OPIN-
ION of the

CHESTER TIMES.

It is absolutely
necessary to use THE
TIMES to cover
SOUTHEAST PENN-
SYLVANIA.

SWORN STATE-
MENT:

Daily Average
for August, **9,177** net

ChesterTimes

WALLACE & SPROUL, Pubs.,
CHAS. E. LONG, Business Manager.

F. R. NORTHRUP, 220 Broadway,
New York Representative.

The Philadelphia German Daily Gazette's

Circulation is guaranteed
to be larger than that of
all the local German dai-
lies combined.

Its press room, books,
and any information de-
sired are always open for
inspection to those who
mean business.



THE

German Daily Gazette,

924 ARCH ST.,

PHILADELPHIA, PA.

R-I-P-A-N-S

R-I-P-A-N-S Tabules

Doctors find
A good prescription
For mankind

The 5-cent packet is enough for
usual occasions. The family bottle
(60 cents) contains a supply for
a year. All druggists sell them.

The Most Popular Jewish Daily.

DAILY JEWISH HERALD

Established 1887.

Largest Circulation

Reaches more homes than any Jewish
newspaper, therefore the BEST advertis-
ing medium.

The Volksadvocat
Weekly.

The only weekly promoting light and
knowledge among the Jews in America.

M. & G. MINTZ,

PROPRIETORS.

132 Canal St., New York.

TELEPHONE, 988 FRANKLIN.

Circulation Books Open for Inspection.

*The Average
Daily Circulation
of the*

TRENTON

(New Jersey)

TIMES

For the year 1900 was 8,334

For the year 1901 was 10,841

For the year 1902 was 12,891

And for the month of December, 1902, was

14,041

*A good, healthy, honest
growth that means every-
thing to the advertiser*

The
Trenton (N. J.) Times

Is taken and read in
more than 80 per cent of
the homes of Trenton

56 Bundles

of The

Trenton (N. J.) Times

Go to as many towns
in a radius of 30 miles
of Trenton, every night

The

Trenton (N. J.) Times

Circulates in more than
80 Towns and Villages
outside of its home city

A Good Paper to have an ad in

IS IT NOT?

A Phenomenal Journalistic Success

The Salt Lake Telegram

The Only 3c. Paper Published in Utah.

It has the largest average evening circulation of
any daily publication between Denver and San
Francisco. If you wish to reach the purchasing
public of Utah, Idaho and Nevada you should
advertise in THE SALT LAKE TELEGRAM.

E. T. PERRY,
150 Nassau St., New York.

H. M. FORD,
112 Dearborn St., Chicago.

MONTREAL La Presse

There are other papers in Canada, but LA PRESSE overshadows them all as a powerful business bringer.

—PRINTERS' INK.

The advertiser that leaves out the French population of the Province of Quebec leaves out 80 per cent of the most thrifty, well-to-do and responsible citizens.—PROFITABLE ADVERTISING.

Circulation Over 75,000 Daily

Sworn to. Proved. Books Open.

Guaranteed by the Association of American Advertisers of New York and Chicago. A condition of every advertising contract.

Largest Circulation in Canada, French or English. Without exception.

Exceeds circulation of next largest English daily by over 20,000 a day. Exceeds circulation of next largest French daily by over 50,000 a day.

In Montreal exceeds by at least 25,000 a day the circulation of any French daily.

No Representatives in the United States. Write Direct.

AGENCIES

PARIS, France, 31 Rue Tronchet.
LONDON, Eng., 11 Charing Cross Road.
TORONTO, Ont., 72 King St., West.
QUEBEC, Que., 124½ Rue St. Joseph.

110 Classified Advertisement Agencies

"The Only Way"

TO COVER TOLEDO

USE. THE BEE

THE POPULAR ONE CENT
DAILY OF TOLEDO

THREE good Republican dailies cover the Republican field, but The Bee is the only Democratic newspaper in Toledo, and exclusively occupies 45 per cent of the entire field in a rapidly growing city of 150,000 people who have money to spend. Investigate the Toledo situation and you will use The Bee.

LET US TELL YOU MORE

HENRY BRIGHT

Boyce Bdg. Tribune Bdg.
Chicago New York

THE
BEE PUBLISHING CO.
NEGLEY D. COCHRAN, Pres.
Toledo, Ohio

NOTES.

"*About Ainslee's*" is a handsome booklet forecasting the contents of that magazine for 1903.

THE Philadelphia Press sent out a unique New Year folder laying emphasis upon its home circulation.

THE Los Angeles Ice & Cold Storage Co., Los Angeles, Cal., sends out a mailing card bearing twelve reasons—and good ones—why Puritas distilled water should be used in the household.

AN exceptionally attractive folder of the "our representative will call" type is used by Mr. O. E. Jennings, of the Michigan Stove Company, Detroit, Mich.

A HANDSOME monthly price list of groceries and provisions is published by Goldberg, Bowen & Co., San Francisco, Cal. Besides a colored cover and neat typography throughout, considerable space is devoted to extraneous matter.

"TAXES" is the title of a neat folder used by the Title Guarantee and Trust Company, New York. This corporation maintains a department that verifies tax and water bills, notifies the owner of the property, pays liens upon receipt of remittance and guarantees accuracy.

FROM the Mitchell Press, Washington, D. C., comes a small label intended to be pinned to the lapel of a man's coat, bearing the phrase "No Time for Hot Air." On the other side of this label is an ad for Royal Glue. The device is unquestionably worthless as an advertisement, and as a novelty can hardly appeal to any but very small boys.

ONE can have little but praise for the terse, forceful, comprehensive arguments contained in "A Short Discourse on Trade," a booklet issued by the *Jewelers' Circular-Weekly*, New York. Besides an outline of the development of trade from the earliest times, with reference to its advertising side, there is a reproduction of an interesting editorial on advertising that recently appeared in the *New York Sun*.

THE *Literary Digest* sent a terse New Year talk to advertisers, giving figures showing the country's prosperity during the past year and reasons for believing that 1903 will be even more prosperous. Besides the largest crop in the history of the United States, the leading life insurance companies wrote more insurance than for any previous year, while \$150,000,000 in dividends was paid out in January, the heaviest disbursement known.

THE *Sun* reports a new "scheme" that is being introduced by a thoughtful promoter. He has sent to all authors and musicians of importance a request for the newest photograph of each that it may be added to the series of celebrity postal cards which he is preparing. He is also anxious to know if every person to whom he applies will not be willing to promise at least \$40 toward defraying the expenses of printing the cards, which are to cost five cents apiece. In view of this payment the subject of the photograph will receive 200 copies.

FROM the *Outlook* comes a dainty illustrated prospectus, bound in burlap, outlining editorial plans for 1903.

MR. MUNSEY has discontinued the morning edition of the *Washington Times*. It now appears every evening and Sunday.

DR. T. C. STEARNS, 44 Montgomery street, Jersey City, is waging a fight against the use of butter coloring, and sets forth his side of the matter in a terse little booklet.

THE English Woolen Mills Co., Cleveland, Ohio, sends out a unique folder in facsimile of a dress suit case, containing two samples of cloth with prices and arguments for trousers.

"MANIFOLD BLESSINGS" is a clear, business-like booklet from the General Manifold Co., Franklin, Pa., describing a new carbon paper which is waterproof and will not "smut." Samples of this paper accompany the booklet.

FROM Heath & Milligan, Chicago, comes a neat book showing houses painted in various combinations of this firm's prepared paints. Such a booklet, if properly distributed through retailers, ought to be a valuable factor in sales.

AN attractive folder from William P. Gill & Co., 18 Greene street, New York, contains some convincing ribbon talk and a really excellent halftone of the "pretty woman" showing a new mode of wearing ribbons in the hair and corsage.

THREE booklets from the American Home Library Co., Bancroft Building, New York, advertise collections of science and poetry which are sold upon the monthly payment plan. Besides specimen pages and other information they contain excellent chatty talks on the volumes comprised in the series.

THE Pianima Company, 40 West Thirty-fourth street, New York, issues a neat portfolio containing some sketches and a love tale woven around the "Pianima," which appears to be a new mechanical piano-player. The portfolio contains more love story than advertising for the instrument, and will hardly be of value unless accompanied by matter more descriptive.

"*Collier's in a Nut Shell*" is a thumb nail booklet containing circulation statistics and advertising facts. One of the chief features of this weekly is its monthly household number, which has a wide appeal to women. In fact, *Collier's* has been so successful with the gentler sex during the past year that it is now claimed that over eighty per cent of the circulation is mailed direct to homes.

"THE Big Eight" is a booklet giving rates and advertising information about *McClure's*, *Harper's*, *Century*, *Leslie's Monthly*, *Munsey's*, *Cosmopolitan*, *Scribner's* and *Review of Reviews*. It is issued by *Leslie's*, and contains the interesting statement that Walter Baker & Co., the Boston chocolate house, placed their first magazine advertisement in *Leslie's Monthly* in 1876 and have taken space in every issue since without intermission.

American Newspaper Directory

**This work is the recognized
source of information on
Newspaper Statistics.**

**Advertisers, Advertising Agents,
Editors, Politicians and the De-
partments of the Government rely
upon its statements as an acknowl-
edged authority.**

As the most important portion of the information supplied by a mercantile agency consists of a report of the financial strength of the person about whom information is asked, so is the CIRCULATION of a newspaper generally considered the point upon which information will be of most value to the advertiser. The greatest possible care is taken to make the DIRECTORY reports correct. All information is taken in a form which excludes any but definite statements, and every effort is made to protect honest publishers against such as would resort to disingenuous reports to gain an unfair advantage.

At the convention of the Association of American Advertisers, held on January 29 and 30, 1902, at Delmonico's, New York City, the following resolution was passed unanimously:

It is the sense of this convention that the labor expended and the statistics obtained by the publishers of the American Newspaper Directory, during the thirty-four years of its existence, have been invaluable to advertisers. Although their definition of circulation is the number of copies printed, and not the more exhaustive and satisfactory definition recognized by this convention, which requires a knowledge of the net paid circulation and its distribution, still it is believed that this Directory more than any other has kept before advertisers the fact that a correct knowledge of circulation is essential to the successful advertiser.

**The Price of the AMERICAN
NEWSPAPER DIRECTORY is**

\$10—net cash

**GEO. P. ROWELL & CO., PUBLISHERS,
10 Spruce St., New York.**

Here is one letter from the PUBLIC PROVIDENCE MARKET, Providence, R. I., that will speak for itself. We have 290 grocers that will say the same thing. Don't stick to your horse cars, but take the electric road. These magazines are not given away, but go to the best buyers in this country.

PROVIDENCE, R. I., Dec. 27, 1902.

FOOD & DRINK PUB. CO.,

19 PARK PLACE,

New York City.

GENTLEMEN :

Referring to your solicitation of an indorsement from us for "FOOD AND DRINK," we wish to say that we have always been reluctant to go on record as indorsers of any enterprise of whatever sort, but we have no objection to your mentioning the fact that you have issued 4,000 copies per month for us for about two years, and that we will continue to be subscribers to that extent indefinitely, providing the quality of the publication continues to interest our patrons in the future as it has in the past.

For your information we will say that our patrons seem quite a good deal interested in it, and months when the publication is a little late, we always have a great many inquiries about it and many expressions of approval of it, and hopes expressed that we may continue to issue it.

We hope that you will find it sufficiently profitable to continue its publication, for we should really regret to abandon the project now. We remain,

Respectfully yours,

(Signed) OSCAR SWANSON.

BEST ON EARTH ARE THE ELLIS PAPERS

says the following advertiser :

STAFF OF CONSULTING PHYSICIANS

W. S. RICE,

Specialist in the Cure of RUPTURE, FILES AND VARICOCELE.
Dic. W. S. R. ADAMS, N. Y., U. S. A., Dec. 18, 1902.

THE C. E. ELLIS CO., New York, N. Y.

GENTLEMEN :—Your esteemed favor is at hand and carefully noted. It doesn't seem possible that papers with the standing and reputation and paying qualities of the ELLIS LIST could possibly need to publish testimonials. I supposed it was a well-known fact among all advertisers that the ELLIS LIST was positively the best on earth.

Wishing you all kinds of success and compliments of the season, I beg to remain,
Sten. A. J. C. Very respectfully,
W. S. RICE.

Dr. Rice has used all *The Ellis Papers* for years. Renewal order for another year has just been received from him. He keys his advertisements and knows at all times just what papers pay him.

The Ellis Papers Pay

OR HE WOULD NOT CONTINUE IN THEM.

March is one of the best months, if not the best month in the year for mail order advertising. May we not hope to receive order from you for that issue?

FORMS CLOSE FEBRUARY 9th.

THESE ARE THE ELLIS PAPERS THAT PAY.

	Circulation.	Rate Per Line.
Metropolitan and Rural Home, -	500,000	\$2.00
The Paragon Monthly, - -	400,000	1.50
The Home Monthly, - - -	400,000	1.50
The Gentlewoman, - - -	400,000	1.50
Park's Floral Magazine, - -	350,000	1.25

The C. E. ELLIS COMPANY,

713-718 TEMPLE COURT, NEW YORK.

112-114 DEARBORN STREET, CHICAGO.

The Cheap Magazine

Versus

✠ AINSLEE'S. ✠

FROM THE ENGINEERING NEWS, Nov. 7, 1901.

"There is no more foolish economy anywhere than that practiced by the man who spends time in reading cheap magazines to save the trifling sum it would cost him to buy the best. WHY SPEND HOURS AND DAYS READING THE WORK OF HACK WRITERS when ideals wrought out by the masters in literature are accessible to you? It is true, of course, that those who are satisfied with cheap literature can have it nowadays for almost nothing. . . . There must be those who will spend time reading second and third rate matter rather than pay for a subscription to a high-class magazine, else these cheap magazines would die; but surely no one with mind enough to appreciate the difference between good and bad in literature could be foolish enough to cheat his mind by feeding it cheap food. . . ."

THIS is admirable in part, but the writer has overlooked the fact that there is at least one magazine that contains all that is best in literature, and is yet published at a subscription price of only \$1.80 a year, or 15 cents a copy. We refer, of course, to AINSLEE'S MAGAZINE: 160 pages of reading matter of the highest class, from a list of contributors that includes the best-known names in current literature. We maintain that it stands unquestionably in the front rank of fiction magazines, with regard to price, quality or quantity.

DAILY AVERAGE FOR DECEMBER

30,094

The Journal Company guarantees advertisers that the PAID CITY CIRCULATION ALONE of

THE MILWAUKEE JOURNAL

is larger than is the TOTAL paid circulation of either of the two other evening papers of Milwaukee.

The total paid circulation of THE JOURNAL, the publishers believe, and if permitted the opportunity stand ready to verify the claim, is greater than is the combined paid circulations of those two papers, while THE JOURNAL'S advertising charges are not so high as is their combined rate.

For this very good reason THE JOURNAL maintains supremacy in all branches of advertising regardless of the fact that the paper next to THE JOURNAL in space showing found it necessary to cut its display rate to local merchants.

JOURNAL classified ads number more than those in all other afternoon papers combined. 1 cent a word. 2 LINES, 2 TIMES, 2 BITS.

THE JOURNAL COMPANY

EASTERN REPRESENTATIVE
STEPHEN B. SMITH

30 TRIBUNE BLDG., NEW YORK

WESTERN REPRESENTATIVE
C. D. BERTOLET

705-707 BOYCE BLDG., CHICAGO

Truth Must Prevail

A. J. FOUCH & Co.,
WARREN, Pa., Jan. 23, 1903.

Printers Ink Jonson, New York, N. Y. :

DEAR SIR—Ship by freight 100 lbs. of best dark blue black book ink.

Your last shipment suited us to a letter, and as long as you send us value for price you will get our orders. An ink agent of "Queen City" was here and wanted our order, but we told him we would buy of Jonson as long as he gave us good value and as good in price as he has been selling us. The Queen City agent said he would give equally as good or we could return it. We told him that others made the same statement, and when the ink came it was much inferior to Jonson's, and some we had to return.

Respectfully,

A. J. FOUCH & Co.

Traveling salesmen in the ink line have not the snap they formerly enjoyed when prices were high and profits large, consequently must resort to all kinds of schemes and promises to secure orders. They rely on their employers to help their bluffs; but as the house cannot afford to lose money, an ink is sent to suit the price, less the cost of the traveler, the bookkeeper, the collector and numerous other adjuncts necessary in running a credit business. With me it is different—I have no salesmen or branch houses. I have no bookkeeper or collectors. I have no advertising constructors. My terms are cash to every one. Sometimes I get bitten on a bad check, but my total losses in nine years have not exceeded \$50.00.

These are the reasons why I can sell at my prices and furnish the best inks in the world.

Send for my price list of news and job inks. Money back to dissatisfied customers.

ADDRESS

PRINTERS INK JONSON,

17 Spruce St. - - - - New York.

The Philadelphia Inquirer

Is again well up in the front rank in point of last year's advertising as compared with other leading newspapers of the United States for the same period.

The following table shows the total number of columns of paid advertising printed in each of the newspapers mentioned during the year of 1902. The list is a representative one and as the figures in almost every instance were furnished by the newspaper itself, they can be accepted as correct.

In order to show a fair comparison the total number of agate lines of advertising in each paper has been reduced into columns of a uniform measure of 300 lines to the column.

<i>Herald, New York,</i>	<i>. . . 27,258 columns</i>
<i>Tribune, Chicago,</i>	<i>. . . 25,882 columns</i>
<i>World, New York,</i>	<i>. . . 25,066 columns</i>
<i>INQUIRER, Philadelphia,</i>	<i>24,874 columns</i>
<i>Daily Eagle, B'klyn, N. Y.,</i>	<i>24,463 columns</i>
<i>News, Chicago,</i>	<i>. . . . 24,219 columns</i>
<i>Star, Washington,</i>	<i>. . . . 20,786 columns</i>
<i>Record, Philadelphia,</i>	<i>. . . . 20,759 columns</i>
<i>Post-Dispatch, St. Louis,</i>	<i>20,302 columns</i>
<i>Globe, Boston,</i>	<i>. . . . 19,989 columns</i>

* No Sunday issues.

The INQUIRER does not owe this excellent showing to splurges on "special numbers" and other forms of blanket advertising. Its business comes from the regular advertisers and these are the people who best know the value of a newspaper's columns.

Average circulation during January, 1903
175,453 Copies Daily 155,498 Copies Sunday

Address for Advertising Rates

The Philadelphia Inquirer
1109 Market St., Philadelphia, Pa.